MAY - 1956

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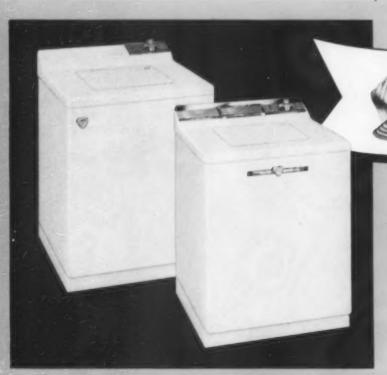
National Radio Week, May 13-19

Elect



SYD LANDI

ONLY APEX GIVES YOU 2 EXCLUSIVE **AUTOMATIC WASHER AGITATORS!**



TRAFFIC BUILDER!

APEX SPIRAL DASHER

Two Completely New Apex Automatic Washers with Prices Beginning as Low as \$169.95

The Apex Spiral Dasher-proved far superior to other vane agitators during years of wringer washer service-is now available in two new Apex Automatic Washers! The Spiral Dasher with its broad vanes and much greater washing surface gives dealers a strong selling point that will enable them to increase automatic washer sales and profits. What's more, there is a tailor-made market waiting to be sold-thousands of satisfied Spiral Dasher users are your best automatic washer prospects!

- **Washing Action**
- o Fibre-Glass tub-won't chip, discolor!
- e Chrome and copper solor styling
- e Easy-to-use control panel
- e Economy setting for small loa
- · Flexible time cycle
- o Only 27" wide, 281/4" deep



SPIRAL DASHER WRINGER WASHERS . DISH-A-MATIC DISHWASHERS

PROFIT BUILDER!

APEX SPIRAL TUB AGITATOR

Two New Apex Wash-A-Matics - Feature-Packed for Profitable Step-Up Selling

Offer customers these two new Apex Wash A Matics • Fibre - Glass Spiral Tub Agitator for the very finest in washing performance! For you - more full-profit sales!

With the exclusive Fibre-Glass Spiral Tub Agitator, the Wash · A · Matic gives housewives the truly modern way to fluff-wash everything from dirtiest work clothes to daintiest miracle fabrics more thoroughly, gently, safely. It's the newest washing principle in years! And the Wash-A-Matic actually costs less to own because it saves hot water, detergent, electricity, fabric wear!

- e Magie Cycle Guide Lights
- e Chrome and copper color styling
- e Look-in lid, percelain top
- · Easy-to-use control panel
- o Fastest complete cycle
- Automatically adjusts out-of-balance loads

for Complete Profit Plan Details!

AUTOMATIC WASHERS . AUTOMATIC DRYERS . HOME CLEANERS

APEX ELECTRICAL MFG. CO., 1070 E. 152nd St., Cleveland 10, Ohio Please rush details of Apex Automatic Washer Profit Plan.

Address.

Electrical Merchandising

PUBLICATION

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COVER DRAWING BY SID LANDI

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LOS ANGELES

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DALLAS



push the power PREFERRED

on household

Porcelain enamel helps sell appliances... and helps dealers get better prices! If you haven't already proved this fact to your own satisfaction, make a simple test. Push Porcelain-finished appliances for a month—and be sure to play up the big user advantages!

SELL MORE, behind this big every other week in the

Ad No. 16 appearing in MAY 12 issue



FERRO
Developers of

of porcelain!

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of

5 To 3

major appliances

Smart dealers everywhere say Porcelain protects their profits. Naturally, they know how to sell Porcelain—know how to demonstrate its outstanding and exclusive features. Such features as those shown in our current advertising appearing every other week in The Saturday Evening Post.

MORE PROFITABLY

campaign appearing



Ad No. 17
appearing in
MAY 26 issue

Gilmore Research Associates, Philadelphia

CORPORATION

today's finer Porcelain enamels

NOTHING BUT PORCELAIN WIPES NEW...ALWAYS WON'T BURN or scorch because it can't! And it won't scratch or wear through either. Genuine Porcelain enamel is actually glass fused right into the metal. That's what makes it truly a lifetime finish. EASY TO CLEAN and keep sanitary! Basic reason is that Porcelain enamel is glass-hard, non-porous - yet permanently fused to the metal. It can't rust or corrode - definitely adds extra value to any product. Chamins PORCELAIN ENAMEI FERRO CORPORATION

in the figure of the first of t

FXCLUSIVE

The only automatic washer that provides pre-selection of HI or LO speed in either long or short cycle — plus providing HI-Wash and LO-Spin or LO-Wash and HI-Spin in either cycle!

ADD TO THIS — Speed Queen's exclusive Bowl-Shaped Stainless Steel Tub guaranteed for a lifetime — Speed Queen's exclusive Transmission guaranteed for 5 years — and Speed Queen's exclusive Flotation Pre-Rinse which cleans clothes cleaner than any washer has ever cleaned clothes before — and you have a combination of sales closers that are difficult for any prospect to resist.

SPEED QUEEN CORPORATION
RIPON, WISCONSIN



WASHERS · DRYERS · IRONERS

Business Quick-Check	Latest Month	Preceding Month	Year Ago	THE SO I	
SALES, factory, applradio-TV index (1947-'49 = 100)	166	178	159	20.0%	UP
DEBT consumers owe to applradio-TV dlrs. (\$millions)	281	288	286	1.4%	SMALLER
FAILURES of applradio-TV dealers	30	28	42	17.8%	FEWER
RETAIL SALES total (\$billions)	15.3	15.7	14.8	4.4%	UP
DEPT. STORE sales index (1947-'49=100)	118	118	115	3.7%	UP
DISPOSABLE INCOME annual rate (\$billions)	276.6	271.7	257.8	5.6%	UP
LIVING COST index (1947-'49 = 100)	114.6	114.6	114.3	0.3%	UP
SAVINGS of consumers, annual rate (\$billions)	19.4	16.0	16.8	8.1%	DOWN
HOUSING starts (thousands)	78.0	74.0	89.9	14.4%	DOWN
AUTO output (thousands)	575.6	554.8	792.4	18.1%	DOWN
UNEMPLOYMENT (thousands)	2,834	2,914	3,176	12.9%	BETTER

TRENDS

Sources, in order: FRB, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. or commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

Some experts look for a rather sharp upturn in business during the final quarter of the year.

Among the reasons for this are: (1) a high rate of housing starts and (2) introduction of "radically different" 1957 autos. Although the first of these developments can be expected to stimulate appliance business to a certain extent, the second may possibly be troublesome to appliance dealers if consumers with limited money to spend should decide in favor of cars over other durable goods. As pointed out in this column earlier, appliance dealers so far this year had been benefitting from the fact that 1956 autos were not drastically changed from previous models.

Other forces which should help business turn up sharply in the final quarter include (1) projected increases in government spending (2) an expected increase in consumer credit extensions and (3) an expected upturn in consumer spending, thanks to higher personal income, the step-up in credit extension and a leveling off in the rate of savings.

Watch for big things from small sets.

Small TV sets, that is. The stepped-up activity in personal portable TV which we have been telling you about in previous columns is right at hand. At least three major producers already have announced their plans for sets with 10-inch or smaller screens. There will be others. You can get an idea of how ambitious their plans are when you consider that Admiral hopes to sell 600,000 of its new portable line (which includes 14 and 17-inch as well as a 10-inch set) within the next year.

Manufacturers think there's a promising market ahead for these

sets. To begin with, they're ideally suited for use as a second or even third set in the home. In addition, they may provide the "cushion" which the industry has been looking for as it makes the transition to mass sales of color TV. As this happens industry volume could suffer as black and white sales falter. The inexpensive "personal" sets may well take up much of the slack.

There's been a revolution in consumer credit.

The editors of "Grey Matter", the monthly newsletter published by Grey Advertising, took a long look at the whole subject last month. Some of their conclusions are revealing. For instance:

- (1) "Consumer credit has become such a tremendous force in accelerating sales that everyone engaged in manufacturing, marketing and selling must now give thought as to how it will affect his market."
- (2) Credit has "crashed through the barriers of automobiles, housing, and hard lines within which it was largely confined." Today super markets, drug stores, apparel merchants, paint and varnish dealers and dozens of others are offering credit.
- (3) Even in the hard goods field credit has up to now been a retailer-managed service. The individual dealer made arrangements for whatever credit facilities he offered his customers. Now, the letter suggests, the manufacturer must be sure the dealer is promoting credit intelligently and must stand ready to help the dealer promote, advertise, and use consumer credit to step-up sales.

The latter development, according to "Grey Matter" is just another example of the manufacturer assuming "more and more of

(Continued on page 6)

Big Ads in

L BOOST YOUR

FATHER'S DAY

SALES OF

L'ummins.







eu Make Full Profit ireat combination for Bigger Unit Sales, Faster Turnover

Advertising Reaches 74,500,000 PEOPLE



-including all in your area

Ads featuring these spectacular Cummins Bonus Buys, direct customers right to you, the CUMMINS DEALER, as the place to buy. It's the biggest of all Cummins nationwide promotions - to make more profits for you!

Don't let this opportunity slip by —contact your Cummins jobber, or rush the coupon below. NOW!

ORDER NOW!

Display and push these spectacular Cummins Bonus Buys, and you'll ring up record-breaking sales during the Father's Day buying spree.

Here is the quality power tools line that's exciting all America...building up store traffic . . . paying top profits to dealers. Order now - and ring up some undreamed of Father's Day Gift business!

Your Customers Get a \$495 SCREW DRIVER ATTACHMENT Cummins BONUS BUY No. 2

with purchase of Cummins Drill Kits 3051-S, 3052-S, 3062-S

You Get Special 50/40 Discount on the Screw Driver



the best prospects Packed Right In Kit. No Extra Handling

YOU GET FREE **MERCHANDISING AIDS**

Your jobber will gladly supply you with Cummins counter displays, newspaper mats, envelope stuffers, metal pegboard display stand, banners, customer handouts — everything to help you do a whale of a selling job! They're all yours FREE!

Cummins Portable Tools

MANUFACTURING CO.

5055 N. Lydell Ave., Milwaukee 17, Wis. in Canada, 334 Lauder Ave., Terente 18

MAIL COUPON NOW!

John Oster Manufacturing Co., Dept. EM 3 8055 N. Lydoll Ave., Milwaukee 17, Wis. Please rush full details on the Cummins Bonus Buys Program.

Address

State

TRENDS continued

the retail selling burden."

In passing, the newsletter suggests that credit can be used as a weapon to stimulate off-season sales of highly seasonal merchandise such as air conditioners.

Electric home heating is growing much faster than most people realize.

Right now we are approaching the half million mark in the number of homes completely heated by electricity.

And there is growing public interest in electric house heating.

During the recent EEI sales conference in Chicago three speakers outlined developments in the field. They went into considerable detail as to why electric heating is growing and why utilities are showing new interest.

There are a number of factors behind the increased interest in (Continued on page 8)

MANUFACTURERS' SALES

		1956	1955	%
		(Units)	(Units)	Change
DISHWASHERS	. Feb.	31,754	25,933	+22.45
	2 Mos.	63,328	44,997	+40 74
DRYERS, CLOTHES, Electric	Feb.	106,015	80,747	+31.29
	2 Mos.	229,794	173,221	+32.66
Gas	Feb.	42,507	28,468	+49.31
	2 Mos.	84,971	51,377	+22.45 +40.74 +31.29 +32.66 +49.31 +65.39 -15.79 + 2.64 - 9.95 - 42.61 -45.20 -43.87 +33.32 +23.18 -26.79 -18.29 - 3.67 - 11.82 +134.70
FOOD WASTE DISPOSERS	Feb.	32,172	38,206	-15.79
	2 Mos.	80,360	78,294	+ 2.64
FREEZERS	Feb.	54,932	61,000	- 9.95
	2 Mos.	105,949	117,672	Units) Change 25,933 +22.45 44,997 +40 74 80,747 +31.29 73,221 +32.66 28,468 +49.31 51,377 +65.39 38,206 -15.79 78,294 + 2.64 61,000 - 9.95 17,672 - 9.96 8,648 -42.61 8,241 -45.20 16,889 -43.87 91,982 +33.32 +23.18 97,742 -26.79 71,579 -18.29 27,188 - 3.67 63.851 -31.82 8,952 +134.70 14,416 +168 78 138,552 -11.76 18,547 -17.77 70,462 -22.79 12,071 - 2.32 102,514 -17.97 157,096 -14.18 61,183° + 9.65 10,124° +15.38 124,823 +13.21 84,357 +16.95 01,388 + 5.06 185,745 + .82
IRONERS	*Jan.	4,963	8,648	-42.61
	Feb.	4,516	8,241	-45.20
	2 Mos.	9,479	16,889	-43.87
RADIOS (Home, Clock &				
Portable)	Feb.	655,895	491,982	
	2 Mos.	1,214,871	986,291	+23.18
RADIOS, Automobile		437,611	597,742	-26.79
	2 Mos.	957,259	1,171,579	-18.29
RANGES, Standard		122,514	127,188	- 3.67
	2 Mos.	232,654	263,851	-11.82
Built-In		21,010	8,952	
	2 Mos.	38,747	14,416	+168 78
REFRIGERATORS	Feb.	298,742	338,552	-11.76
	2 Mos.	590,832	718,547	3 +22.45 7 +40.74 77 +31.29 1 +32.66 8 +49.31 7 +65.39 16 -15.79 17 +2.64 18 -2.67 19 -43.87 19 -43.87 10 -43.18 10 -26.79 11 -11.82 11 -11.82 12 +134.70 13 -11.82 14 -17.77 15 -11.76 17 -17.77 18 -22.79 19 -2.32 10 +13.38 11 -15.38 12 -17.97 13 -11.82 14 -17.97 15 -11.76 17 -17.77 18 -22.79 19 -14.18 19 -15.38 10 -15.38 11 -16.95 11 -16.95 12 +10.46 15 + 10.46 15 + 82
Two-Door Models (include				
under "Refrigerators")		54,407		-22.79
	2 Mos.	109,469	112,071	- 2.32
TELEVISION	Feb.	576,282	702,514	-17.97
	2 Mos.	1,164,629		
VACUUM CLEANERS		286,386	261,183*	
	2 Mos.	588,589	510,124°	+15.38
WASHING MACHINES:				
Automatic & Semi Auto		299,114	251,826	
	2 Mos.	594,178	524,823	+13.21
Wringer & Spinner	*Jan.	98,653	84,357	+16.95
	Feb.	106,517	101,388	
	2 Mos.	205,170	185,745	+10.46
WATER HEATERS, Storage	Feb.	58,896		
	2 Mos.	112,558	106,737	+ 5.45
* Revised.				

WASHERS, IRONERS, DRYERS—Membership of American Home Leundry Mfrs. Assn., VACUUM CLEANERS—Industry Estimate by Vacuum Cleaner Mfrs. Assn., RADIO AND TELEVISION—Industry Production Estimate by Radio-Electronics-Television Mfrs. Assn., All Others—NEMA Members, Not Industry.

DEALERS:

HOOVER GIVES YOU A

CASH PAYMENT

from April 1 through
June 30 on purchases of these

HOOVER APPLIANCES

No exotic trips! No mink-lined sports cars! Nothing but

money, money, MONEY!

THIS IS THE HOOVER BANKROLL CLUB! It gives you the most generous bonus—and gives it during the Biggest April-May-June Gift Season ever anticipated. To join, just order any of the appliances on this page any time from April 1 to June 30—and in July, Hoover will mail you a nice fat check for 3% of your order! Not only takes care of your gift-season buying, but also gives you enough time to get that juicy 3% on reorders, too!

No need to see your Hoover Distributor for details—there aren't any. Just order Hoover appliances from your distributor, tie in with our Spring Gift Promotions, and start counting that extra 3%!

HOOVER

FINE APPLIANCES

... around the house, around the world



HOOVER Automatic Coffeepot — Brings back old-fashioned coffee flavor—every time—automatically. Makes from 4 to 9 cups.



HOOVIR Minute-man—Scrubs, waxes, polishes. Exclusive headlight. Includes scrubbing brushes, polishing brushes, buffing pads.



HOOVER Handmixer—The featherweight portable mixer that handles "big-mixer" jobs. 3 speeds. Snap-action beater ejectors, wall bracket.



HOOVER Pixle—Exclusive with Hoover.Convenient shoulder strap leaves hand free. Includes flexible hose, extension wand, crevice tool, dusting brush.



HOOVIR Dustette—The lowest cost, lightest weight Hoover Cleaner—wonderful for quick pickups, cleanups. One-tenth horsepower motor. Twist-off bag.



Open your store

for more business...



...with a Pittsburgh Open-Vision Store Front!

In these days of stiff competition, it's the store that's really "open"—in appearance as well as fact—that gets the business. That's why so many alert merchants are giving their establishments the sales appeal of Pittsburgh Open-Vision Store Fronts.

Passers-by are attracted by the bright, friendly, inviting appearance of an Open-Vision Store Front, and they are often drawn right inside where they become paying customers. This means more business, bigger profits for the store owner.

An excellent example of modern design, featuring openvision, is this appliance store, Bridwell Music & Appliance Co., Bedford, Indiana. To create this attractive store, the architects, Woodward & Kane, Bedford, Ind., used large quantities of Pittsburgh Polished Plate Glass and Pittco® Store Front Metal and three free-standing Herculite® Plate Glass Doors.

For more information on Pittsburgh Open-Vision Store Fronts and Store Front Products, just send in the convenient coupon. We'll be pleased to send you, without obligation, our free store front booklet, "How To Give Your Store The Look That Sells."

R

PAINTS . GLASS . CHEMICALS . BRUSHES . PLASTICS . FIBER GLASS

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



TRENDS continued

electric heating. They include:

- (1) availability of new and improved equipment. Twenty years ago there were five manufacturers of space heating equipment. Today there are over 100.
- (2) more intelligent promotion
- (3) more favorable attitude by utilities
- (4) recognition that extra insulation actually pays for itself and makes electric heat practical from a cost standpoint.
- (5) the increasing cost of competitive fuels. In the past 10 years many other fuels have jumped more than 200 percent in cost; the cost of electricity has actually decreased.

NEMA's electric house heating section recently asked 420 utilities about their attitude toward electric heating. Only 16 percent were unfavorable and 58 percent were definitely favorable.

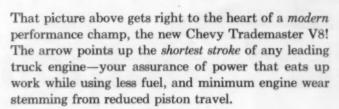
Why are utilities changing their minds about electric heating? There are a number of reasons. Among them:

- (1) utilities must build winter load to balance their growing summer peaks.
- (2) the truly all-electric home uses more appliances and greater kwhr for other, non-heating purposes.
- (3) there is new evidence of lower distribution plant costs per kwhr with greater electrification. In addition, load characteristics are improved by serving groups of homes as contrasted to individual houses.

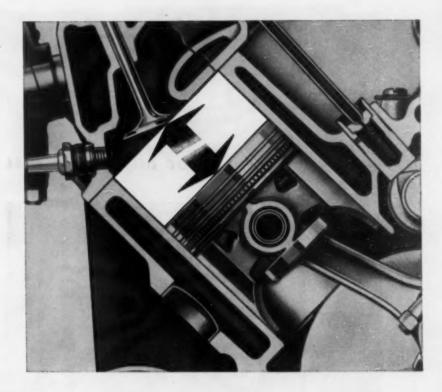
Appliance men should be particularly interested in the opinion of Lowell Mast, director of engineering for Electromode. He points out complete heating represents only a small part of today's potential market. Auxiliary and supplementary uses of space heating represent about 80 percent of the market, says Mast. End

SHORTEST STROKE V8 OF ANY LEADING TRUCK!

... one reason for top-notch fuel economy, low maintenance costs in this New Chevrolet Truck V8



This shorter stroke has brought about a whole new concept of more efficient engine design, exclusive with Chevrolet truck V8's. Because of it, Chevrolet engineers have been able to make the Trademaster V8 the



most compact truck engine on the market, with more horsepower per pound than any other. "Dead weight" has been pared off to give you the efficient performance you want, more pound-pulling power!

So, remember this special kind of short-stroke design Chevrolet truck V8's now bring you. Remember what it means in terms of money-saving, profit-making hauling. Certainly, you'll want to see your Chevy dealer soon. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



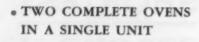
The dollar-saver that looks like a million!

Here's modern truck beauty that adds to your business prestige! Long, low, forward-sweeping lines provide good advertising for you wherever you go. And you'll go more easily, too, thanks to the nimble maneuvering these new Chevy models provide!



NEW CHEVROLET TASK·FORCE TRUCKS

Anything less is an old-fashioned truck!



- CALROD® BAKE AND BROIL UNITS IN BOTH OVENS
- INSULATED WINDOW IN DOOR
- ROTA-GRILL ROTISSERIE
- EYE-LEVEL CONTROLS
- AUTOMATIC TIME CENTER
- ONLY 221/2 INCHES WIDE

Sell up to

Hotpoint

Every woman wants the convenience of two ovens, and selling her up to it is easy—and profitable—with the new Hotpoint BI-LEVEL electric oven. The Hotpoint BI-LEVEL combines two complete ovens in a single unit that costs less to buy, install and operate than two separate ovens. And, you can plan it into the smallest kitchens, because the Hotpoint BI-LEVEL takes up no more horizontal wall space than a single oven!

The fine quality and distinctive appearance of the Hotpoint BI-LEVEL make it a truly de luxe unit—one your prospects will want the minute they see it. And, the BI-LEVEL offers a long list of out-

look to Hotpoint

ONLY

HAS TH

BI-LEVEL Oven!



Handi-Carve Rack—Rota-Grill skewer locks in position on rack, so that food is held securely in place for easy carving—roast never turns, slips or skids. Roaster pan sets in rack to catch juices and meat slivers.



Handi-Over Grill—Use with Rota-Grill to barbecue smaller items... or use with broiler pan to turn steaks and chops easily, all at once, and without puncturing. Keeps food flat—prevents curling, smoking.



Handi-Raise Broiler Rack—Adjusts up and down, so meat can be raised near broil unit for searing, then lowered to finish cooking. Gives professional steak-house results, without need for touching hot pan or rack.

higher profits with the exclusive new

Contomline Bi-level Oven

standing exclusive features that you can demonstrate to close the sale.

The new BI-LEVEL oven is just one of many feature-packed appliances in Hotpoint's 1956 Customline—the widest variety of quality builtins available today. There's a model for every purse and purpose. And, they're available in your choice of gleaming stainless finish, 5 Colortones and Coppertone.

Hotpoint Customline Appliances are pre-sold to your prospects by powerful national magazine and television advertising, backed by a strong local merchandising campaign. See all the new Customline Appliances at your Hotpoint Distributor's today!

only Holpoint gives you so many Built-In models to choose from:

5 OVENS

5 SURFACE UNITS

8 REFRIGERATORS

4 DISHWASHERS

22 great models in all PLUS

the all-new Modular Kitchen

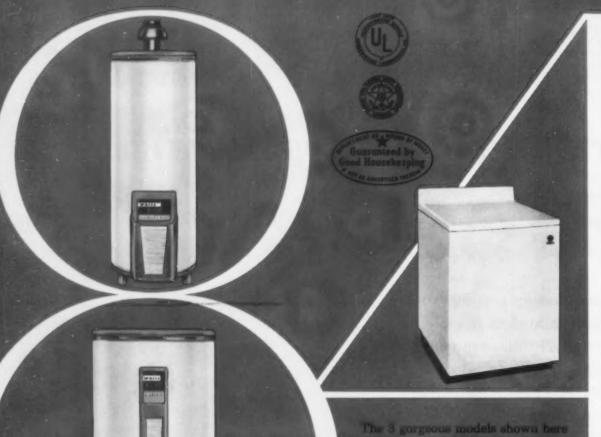
for the finest...first!

RANGES - REFRIGERATORS - AUTOMATIC WASHERS - CLOTHES DRYERS - DISHWASHERS

DISPOSALLS® . WATER HEATERS . FOOD FREEZERS . AIR CONDITIONERS . CUSTOMLIN

NOTPOINT CO. (A Division of General Electric Company) 3600 West Taylor Street, Chicago 44, Illinois

When you handle Whiteyou've got what it takes!



althfully represent the COMPLETE White line of 84 dazzling beauties, ach packed with exclusive, st-selling features. White dealers' s are running 'way ahead of the industry-setting new "highs" week after week. For complete White Proved Profit story, phone, wire

WATER-HOTTERS

or Zinc-in-ized Lining

TRENDS

REGION BY REGION

...in the EAST



By Robert W. Armstrong

Credit picture confuses everybody . . . Refrigeration stimulates some April sales pickup, but TV starts slide . . . Laundry equipment holds steady pace

THE mystery of credit becomes murkier and murkier. On the one hand you have some economists screaming that installment credit is over-extended, on the other you have more economists who say it's perfectly safe. Then along comes the Federal Reserve Board with another raise in the rediscount rate—which, by making it harder for banks to get money makes it harder for businessmen, too. Then, to top it all off, are reports from some appliance-TV dealers that credit is harder to get and from others that more and more consumers are paying cash in preference to buying on credit.

For example, a big Boston dealer says, "Curiously enough, the best part of our business right now is in cash. Credit sales have dropped way off. People will pay cash when they figure they've found a bargain and they're not anxious at this time to pay the full price plus carrying charges for anything. I'd say it's a definite trend away from credit purchasing in appliances."

Another Boston area merchant adds, "The discount houses are making a fair amount of cash sales, but the banks are crying for more credit business"

One possible explanation is this: money for capital expansion and for other business uses (such as credit to dealers) is tight, but, because people have plenty of disposable income, more individual purchases are being made on a cash basis and lending institutions which normally emphasize consumer credit business have a smaller percentage of their loan funds at work.

For some dealers, this may indicate a change in sales approach. Instead of primary advertising stress on low down payments and long terms, retailers in metropolitan areas particularly might find advisable a switch to premiums, free installations, etc.

Business during this past month (up to mid-April) has been only fair for most eastern dealers. Up Boston way a continuation of the same bad weather that hurt Easter sales has kept the bounce out of spring business. In northwestern New York the weather improved and so did sales, but profit is still below 1955 levels. In the Philadelphia area most respondents describe business as "just fair". In Washington things started to look rosier shortly after Easter and, while sales are still slow, April represents an improvement over March.

Although the first quarter in the Boston area piled up a dollar volume about two percent ahead of 1955, severe blizzards and income tax worries in early April didn't do a bit of good for appliance dealers.

As one merchant puts it, "The weather hasn't materialized and neither has the business." He's kept things going by concentrating on washers and dryers. For the first three and one-half months, as compared with 1955, this retailer's business is about even on TV, 10 percent ahead on washers, 25 percent ahead on air conditioners, five percent ahead on dryers, even on ranges, refrigerators, freezers, and small appliances.

Another Bostonian, reporting a drop-off during the past month, is trying to keep sales alive with a step-up in promotion. He's running about even with 1955 on ranges, washers and freezers, down about 10 percent on refrigerators.

April brought a definite sales pickup to northwestern New York retailers. Says one, "April has seen a good pickup both in refrigeration and television. March was fair but spotty."

Another reports, "April is a little ahead of last year. . . . Air conditioning and refrigeration business is on the upgrade but TV is going into a seasonal decline. . . . Washers and dryers continue ahead of last year."

For most retailers the pattern is one of declining volume in TV, increasing sales of refrigeration. In Philadelphia, for example, one dealer reports, "TV business was down in March and early April, but refrigeration has picked up considerable."

A Philadelphia distributor says, "Washers and dryers have been slow, but refrigeration has begun to pick up. TV is very disappointing. People just aren't buying. Dealers are maintaining hand-to-mouth inventories."

His comment on laundry equipment is not typical. Most dealers, at least, continue to report that washers, particularly, are one of the mainstays of their business and one representative of a large chain even goes so far as to say that he expects automatic washers to soon outsell refrigerators.

One of the more optimistic Philadelphia merchants reports that March sales were 15 percent ahead of last year. For him, at least, dryers have sold right along with washers; TV has held its own-sales equal to '55 up through early April and 21 color sets moved since January; electric ranges have been slow; refrigeration has picked up considerably; air conditioners have been selling well. This dealer installed 42 units in March as the result of a new program. Last year he sold more, but hadn't installed them, so his capital was tied up. Now, says a spokesman, "We've

been offering customers free installation rather than wait until May to install because this allows us to shake our money loose; we can put the finance paper through right away instead of having all our money tied up until after May."

Most Washington retailers report that TV sales are off and that washers and refrigerators have benefitted from the post-Easter pickup. One department store also reports an increase in range sales and expected upswing in dishwashers and small appliances around Mother's Day. Some Washington merchants have been doing a fair business in air conditioners but among many there's an attitude of marking-time, just waiting for the air conditioning season to really start.

for the air conditioning season to really start.

To some extent that's true all over the East. If it's a hot summer all the present tender-leaved optimism will blossom into a beautiful big flower of profit.

... in the MID-WEST



By Tom F. Blackburn

Room coolers lead in public preference
. . . automatic washer continues as
bread and butter . . . No danger of
overloading the public with finance
paper, say experts

T seems that the unit room cooler is taking the lead in the cooling parade. Most reliable figures this area knows—Wichita—show that unit room coolers were 112 percent ahead of 1955, while evaporative coolers were only up 76.3 percent. Central air conditioners, the built-in type, were down 83.3 percent, and attic fans had dropped 25 percent. On the other hand, window fans were up 90 percent.

The fact that you can sell a man one room.

The fact that you can sell a man one room cooler and proceed from that to another until you have every room cooled seems to be the basic appeal to the retailer. On the central system, which cools the whole house, some dealers say that the guy who does the tin work makes all the profit on the deal.

St. Louis, which had a range promotion last year, stands 11.8 percent ahead of the previous year's volume, according to the latest figures received. On the other hand, in St. Louis television is 24 percent below last year's sales and refrigerators, at least during the cool months of (Continued on page 16)

Aluminum is the magic word ...and REYNOLDS is the





NATIONAL MAGAZINES

LIFE, READER'S DIGEST, BETTER HOMES & GARDENS and many more leading national magazines carry Reynolds advertisements that regularly point out the advantages of fine aluminum products to many millions of readers.



OUTDOOR POSTERS

Reynolds 24-sheet billboards also expose aluminum products to millions more consumers in major marketing areas.

MAY, 1956-ELECTRICAL MERCHANDISING

in appliances magic word in ALUMINUM



Here's why:

Reynolds uses the magic of national advertising to promote the magic of home appliances—creating demand for the appliances you sell, creating preference for appliances made with Reynolds Aluminum. Reynolds does more to help pre-sell your customers and prospects on choosing name appliance brands made with aluminum than anyone else.

Want proof? Look at the examples of Reynolds promotional efforts on these pages. They show what Reynolds is doing to help you sell the famous brands—the profitable brands—the brands consumers know and want.

"All America's First Choice"



The millions who choose Reynolds Aluminum by name have made it the leading name in aluminum . . "All America's First Choice." It's a fact. From coast-to-coast, consumers have made Reynolds Wrap first choice in their kitchens. And it's first choice for leading food packagers, too, who want their products to reach consumers fresh and flavorful.

How You Cash In

Find out from the manufacturers—or from Reynolds—how and where Reynolds Aluminum is used in the appliances you sell. Then cash in on the acceptance built by Reynolds advertising for appliances made with Reynolds Aluminum. Reynolds Metals Company, P. O. Box 1800-AJ, Louisville 1, Kentucky.

The Finest Products
Made with Aluminum

are made with

REYNOLDS ALUMINUM

REYNOLDS METALS COMPANY

By the makers of Reynolds Wrap



 $TV\dots$ Reynolds coast-to-coast network show, "Frontier", Sunday nights on NBC-TV carries sales-stimulating messages about fine aluminum products to 25,000,000 viewers week after week after week.

ELECTRICAL MERCHANDISING-MAY, 1956

TRENDS REGION BY REGION

the year, were staggering along at 15 percent under.

Automatic washers continue to hold their position as about the most stable item selling in the Middle West. In one area they are 12.5 percent ahead of the preceding year, and in another, 45.9 percent. The conventional washer is starting to slip, at long last, and in these territories had fallen off, in the first place, 17.5 percent, and in the second location, 10.8 percent. Water heaters were going ahead all right, at 14.6 percent at one spot, and at another, 1.7.

Out where gas is pretty cheap, the Kansas Power & Light Co. is putting on a "white glove" campaign to sell electric ranges, which is actually a hark back to early days of specialty selling on this device. Two things at that time rang the bell with women—cleanliness and the fact that you could put a rose in a vase on top of the oven, and it wouldn't wilt down, coolness. Kansas Power & Light Co. and its dealers are going to come out ahead with this promotion, we'll bet.

The top finance men in Chicago do not go along with the reports last month stating that delinquencies are rising, money is getting harder to collect and the number of reverts is increasing.

Rather, they say, these happenings are the result of bad selling coming home to roost. They are largely the result of wild deals, or deals signed up by amateurs.

No credit man, and the ones talked to cover a great deal of territory, believes that commercial credit is getting out of hand. They stated just what a Sears Roebuck executive said at stove association meeting, that people automatically balance their credit when they have spent all their money.

One of the best known operators says at the present moment the line of demarcation is two years, except on combination deals where the buyer usually owns his own home. He states that the reason for shortening payment time now is to avoid taking the purchaser out of the market for too long a time; too constant paying wears him out and is not good psychology. The no-money-down sale has always been poison on collections, the finance men declare.

Theodore V. Hauser, chairman of the board, Sears Roebuck & Co., recently stated that Sears did 28.4 percent of their sales in 1941 on time. Today, on sales of \$3.2 billion, installment records account for slightly over 41 percent. Sears now have more than 7½ million customers with open accounts on their books and at the end of December, 1955, had credit outstanding of more than \$920 million. On this their charge-offs have been running about one-third of one percent, and returns of merchandise have been approximately at the five percent level. Sears sells its accounts to more than 200 banks. In 1924, Mr. Hauser said their percentage of uncollectibles of the total credit sales in all their Latin-American countries was 1.24 percent. In Brazil it was .28 percent, a better record than was achieved in the United States in the same year.

The fear of getting in a spot and not being able to pay is one thing that holds back more people from buying on time, he said. The recent setting up of unemployment pay, social security, sickness insurance and the like, have made people bolder in their buying.

There is no need for government regulation, Mr. Hauser holds, as the public automatically takes chances on more credit or pulls in its horns. These corrections are the result of natural forces and are not forced by law.

Correspondence courses in color television servicing are being used in scattered areas in the Middle West

Recently more than 200 service men from north central Texas enrolled for training on color service with Adleta Co., Dallas distributor for RCA-Victor.

The training course consists of 27 lessons and the distributor's service manager conducts an inperson interview with each service man when he has completed it to see what he has learned. There just aren't enough color engineers to scatter all over the country and do the job, hence correspondence courses have to be employed.

... in the SOUTH

Sales pick up in April as air conditioners start to move . . . Built-in ranges outdraw color TV

THE small independents, are in trouble in Tennessee, but, after a slow first two months in '56, big-four dealers and distributors showed marked gains in March and early April. Air conditioners are particularly brisk—12,000 room units were sold in Nashville last year—at the present rate distributors expect to move about 16,000 this year before the season is over.

There's more than a little price cutting. "Dealers started cutting the prices on air conditioners before the season even started," comments an association spokesman. "We don't have discount houses down here—dealers are the discount houses. As a matter of fact, I don't think a discount house could live in Nashville—wouldn't be any profit margin at all left."

On April 17 dealers, distributors, and manufacturers were in the midst of their 1956 electrical show and people were flocking in. The five-night, four-hours-a-night show attracted 10,000 people the first evening. The sponsors think total attendance may hit 85 or 90-thousand by closing night

"It's amazing what they're going for," said a spokesman. "WSB, Atlanta, ran in a color TV circuit—we thought that would be the big hit of the show. It's not. People are showing most interest of all in built-in wall ranges—really going for them in a big way."

Over in Georgia, the picture is somewhat spotty. One state distributor reports the same interest in built-in ranges that is showing up in Nashville—"And it finally looks like automatic dishwashers are catching on. It's not a high volume business yet, of course, but it's a brisk one and is picking up—and that's something that hasn't happened before."

This distributor is pretty happy about business. "March and April were not as high volume months as December or even January, but still they're half again ahead of the same months last year. And we've already sold more air conditioning units this year than we had at the same time last year. Of course much of what we've moved is still in the dealer pipelines, but they keep ordering."

Last year, between four and five percent of this distributor's volume was in built-in ranges. This year, he expects "it to be several times that amount."

Some dealers in Atlanta are not this ecstatic. Grumbles one, "My air conditioner business isn't anywhere near what it should be. Trouble is, people down here seem to buy even an air conditioning unit on the spur of the moment. Now, if it were 80 degrees outside today instead of the 47 it is, and people got a little uncomfortable, they'd be coming in here in droves. Same thing is true of home freezers."

Knowing that it's bound to get hot sooner or later, he's not particularly worried—but he still would like to see his birds in hand. His other major appliances "are just going steadily along—a little better than last on some items, a little worse on others."

One thing to watch here is the Westinghouse line. One huge dealer ran completely out of Westinghouse appliances some time ago, and formerly they claimed the biggest volume in the whole South in major electrical appliances of any make. Says one informant, "Westinghouse is hungry, and they're mad. You watch—they're going to get back in this market as hard and fast as anybody you ever saw."

as anybody you ever saw."

Tennessee dealers, incidentally, reported no shortage of Westinghouse appliances during the strike

SOUTH-WEST





Cool weather stalls air conditioner sales...Laundry equipment goes well, thanks to utility promotions...Second quarter sales outlook good despite slow start

ARM weather, which usually greets April's arrival in the Southwest, plumb forgot its cue. Instead, chilly winds and choking dust storms covered many areas and business had a hard time making noteworthy gains. Several dealers and distributors slipped from the preceding month. Quite a few reported decreases from the same period last year.

Most affected by the failure of warm weather to arrive on time was the pre-season movement of air conditioners. April is ordinarily a big month.

(Continued on page 33)

MATCH WESTINGHOUSE



where BIG things are happening for YOU!



A Report to Westinghouse Retailers by CHRIS WITTING, Vice-President, Westinghouse Consumer Products Divisions

To all of you who have a stake in Westinghouse products, I'm happy to say that big things are happening for you at Westinghouse.

We're ready—with your help—to go after the opportunities of the big, booming American economy as never before. We've spent months studying every phase of our business and making some pretty big plans. Today, there's a New Westinghouse with a New Future.

You'll be getting exciting new merchandise to sell. Our designers and engineers have outdone themselves with bright new product ideas and important product improvements. Our half billion dollar plant expansion program is completed. We're in production now, and you'll soon have the best Westinghouse line in years to offer your customers.

We're out to make your Westinghouse business bigger and more profitable. Our products and our Company will be more powerfully advertised to more people than ever in our history. This will greatly increase the demand for Westinghouse products. You'll cash in on that demand by selling more Westinghouse goods. And we are going to work with you in building your desireship into an ever more successful and sound business.

What follows is a preview of just some of the big things that are happening for you to help you meet the challenge of today's market . . . adding new rewards to the Westinghouse franchise, in the immediate future and for years ahead.

WATCH

... FOR NEW PRODUCT IDEAS

More truly great innovations . . . the kind of Westinghouse "firsts" that create real sales opportunities . . . are on their way. New concepts to help you cash in on the big trend to built-ins . . . new features that give you new selling advantages . . . new quality standards that build customer loyalty . . . these Big Things are here now! And there are more—lots more—to come.

... FOR NEW TRENDS IN STYLING

The "buy appeal" of Westinghouse products is enhanced by a new eye appeal. There's new COLOR used in new ways to fit into homes more easily and to eliminate inventory problems. There are space-saving designs that pack more work-space into less floor-space. There are style innovations that blend with the freshest new ideas in home decorating.

... FOR NEW ADVERTISING IMPACT

Your customers will be pre-sold with the most persuasive barrage of advertising in Westinghouse history. On the year's most-watched television shows: the CBS coverage of the Political Conventions and Elections! And on Westinghouse 'Studio One' week after week! And in lavish "color spectacular" ads in the top-circulation magazines. And in hard-hitting local newspaper advertising packed with "buy-now" flavor. Plus the biggest "co-op" advertising program ever for you!

... FOR DISTRIBUTION POLICIES THAT BUILD PROFITS

Westinghouse distribution policies have been streamlined to give you clear-cut, consistent policies . . . continuity of relationship . . . with all the sales-building opportunities of full-line selling. More than ever before, our programs will be designed to assure opportunities for adequate profit.

WESTINGHOUSE

where **BIG** things are happening for **YOU!**

The really





"Complete-Kitchen Selling is here! The industry's dream of coordinated appliance selling has been achieved with the introduction of Westinghouse Confection Color Kitchens."

SAYS JOHN CRAIG

General Manager, Westinghouse Appliances

WESTINGHOUSE COLOR KITCHENS



They show how to have COLOR IN EVERY KITCHEN...large or small...new or remodeled...
with new Westinghouse Confection Color Appliances

There's a practical new approach to Color Selling, brilliantly demonstrated in the four Confection Color Kitchens designed by talented Melanie Kahane for Westinghouse. Far from dream kitchens of the future, they illustrate how beautiful, advance-design kitchens can be achieved today with New Westinghouse Confection Color Appliances.

All four kitchen designs make full use of the flexibility and versatility of new Westinghouse appliances to create effects that can be adapted, in whole or in part, to almost any home. They inspire customers to decorate kitchens around Confection Colors with countless decorating ideas. They encourage new ideas in kitchen planning with many novel appliance arrangements.

Westinghouse Confection Color Kitchens will keynote your Color Selling throughout '56. They will tour the country—a traveling exhibit that will sell the Confection Color concept to customers all over America!

WATCH WESTINGHOUSE

where **BIG** things are happening for **YOU**

New 1956 Westinghouse

CONFECTION COLOR



REFRIGERATORS

With the Sweetest Color Story Ever Told: Color Panels customers can Choose-N-Change for 50 different Confection Color Combinations!

- * Basic line of five outstanding new models . . . with money-making specials!
- ★ Choice of Push-button Automatic or Frost-Free* Completely Automatic Defrosting . . . top or bottom freezers . . . sizes and prices to sell every family!
- ★ Plus a whole new inside story! New Cold-in-Motion Refrigeration . . . Stoop-Saver Shelf arrangement . . . New Showcase Crisper . . . Roll-out Freezer!

"Trade Mark: U. S. Patenta Issued Nos. 2 459 173 and 2 324 300

Supported by the



BIG THING in Color Selling

CONFECTION COLOR SHOWPLACE

Lets you merchandise the FULL Confection Color line with any **Westinghouse Confection Color Refrigerator** plus a matching Westinghouse Range!

Never before could you sell color so easily . . . with so little inventory! Revolving Color Selector lets your customers Choose-N-Change all the Confection Colors to see 50 different color combinations. A complete Confection Color Selling Center in only 17 sq. ft. of floor space!



WATCH WESTINGHOUSE

where **BIG** things are happening for **YOU**

New 1956 Westinghouse LAUNDRY

World's Most Completely Automatic Washer and Companion Dryer . . . now in Confection Colors!

- * The only laundry line with ONE sales story . . . famous "New Way to Wash"!
- ★ Something for every customer—new deluxe models . . . popular-priced 25" space-savers . . . Wash 'N Dry combinations . . . America's favorite Dryers!
- * Plus traffic-building giveaways . . . demonstrations . . . specials!



TWINS

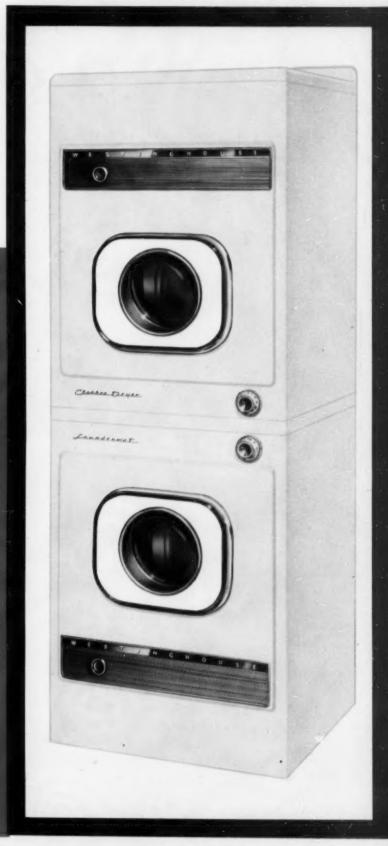
Coming soon...the

I BIG THING
in Home Laundries

The Home Laundry Idea-of-the-Year previewed in the Confection Color Kitchens!

First washer-and-dryer team that can be built-in or free-standing . . . top-to-bottom or side-by-side!

Wash below—dry above . . . in the same space, at the same time, two family-size loads get done! That's the big sews in this new laundry pair that gives complete versatility of arrangement . . . takes only 25" of floor space . . . costs little more than a washer alone! You'll see it soon!



WATCH WESTINGHOUSE

where **BIG** things are happening for **YOU**

New 1956 Westinghouse RANGES

A new "full-choice" line in Confection Colors . . . widest choice of body and oven sizes in free-standing models . . . plus a complete line of built-ins!

- * With the new, improved Super-Corox unit . . . now faster than ever! Gets red hot in just 20 seconds.
- * The only "automatic pot watcher" that's trouble-free because it's completely electronic. Foods can't burn!
- * More models . . . more features . . . more to sell! The best step-up line in the business!

For '56 the



BIG THING

is Complete-Kitchen Selling!

New 1956 Westinghouse Electric HOUSEWARES

With more of the Newest Appliance Ideas! New Products . . . New Color Styling . . . **New Merchandising Concepts!**

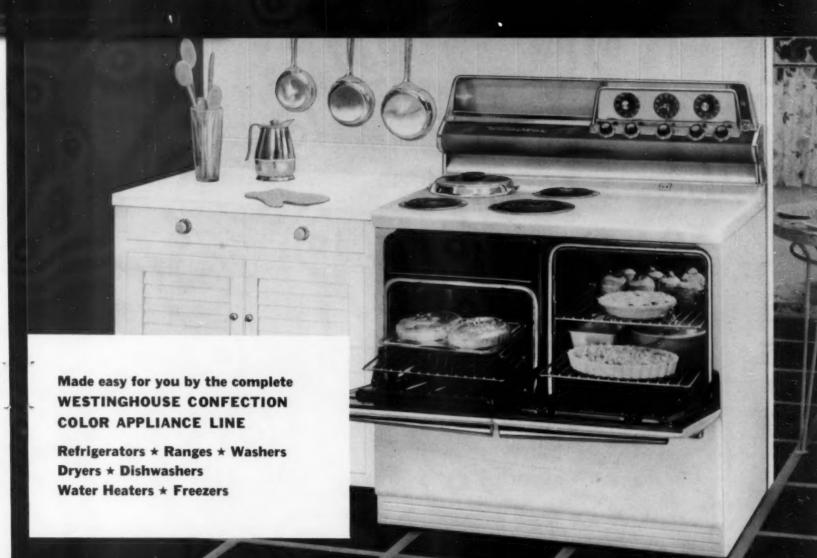
- * New! Toasters in Confection Colors!
- ★ New Vacuum Cleaner with exclusive ease-of-use features!
- * A bold new approach to local advertising!

Coming soon... the



BIG THING

for new sales markets



AUTOMATIC APPLIANCE CENTER Extends the market for electric housewares by overcoming inadequate home wiring!

New sales opportunities . . . both direct-touser and through builders! It's a self-integrated small appliance control center with electric outlets, disappearing cords, automatic timer and circuit breakers. And it's on its way to increase sales of electric housewares for inadequately wired homes!



WATCH WESTINGHOUSE where 610 things are happening for 100

New 1956 Westinghouse



Coming soon... the



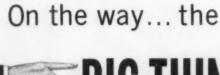
BIG THING

in Color Television

New 1956 Westinghouse

"This is the year for Color! At last you will see big-picture sets at more popular prices. We are proud that it was Westinghouse engineers who developed the new color tube and new chassis that helped make it possible."

SAYS EDWARD J. KELLY General Manager, Westinghouse Television and Radio Division





BIG THING

in all-transistor radios

TELEVISION

Presenting "Precisioneered" Television in the New Presidential Line

- ★ With the exclusive Silver Safeguard Chassis . . . ultimate expression of "Precisioneered" construction and performance!
- * Big-picture models in three distinctive series!
- * All with Tip-Top Tuning . . . decorator-inspired styling . . . "slim-trim" cabinets!

JUMBO-PICTURE COLOR TV!

The break-through development in Color Selling! Big 22" Color TV at New Low Prices . . . thanks to brilliant new Westinghouse developments!

It's on its way—BIG picture Color Television, with true color and the definition of black-and-white... at prices low enough to make THIS your COLOR YEAR! It was made possible by an all-new, all-glass, new color tube developed by Westinghouse with a jumbo 22° rectangular picture (diagonal measurement)... plus a completely new chassis design that's simpler, lower in cost, more trouble-free! Watch Westinghouse make Color TV history!

RADIOS

NEW SEVEN-TRANSISTOR

Super-Powered . . . unbreakable case . . . priced for quick turnover

Demand-building price includes special long-life battery...genuine leather shoulder-strap carrying case. The radio itself comes in a choice of three thrilling colors... measures a mere 3" x 5½" x 1½"... yet packs the features, tone and range of radios far larger; more costly. On its way now with the complete line of PRECISIONEERED Radios.



WATCH WESTINGHOUSE

where BIG things are happening for YOU

New 1956 Westinghouse

ROOM AIR CONDITIONERS

The All-New More-to-Offer Line with More Features . . . More Step-up Selling opportunities . . . New No-Risk selling plans!

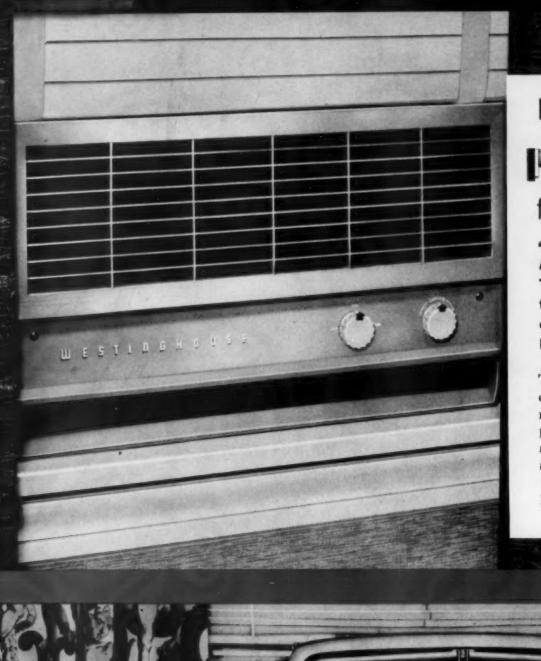
- ★ Three distinct lines plus casement and heavy-duty models . . . something for every customer!
- ★ Gilt-edged selling plans: Buy-Back Plan . . . price protection . . . line stabilization . . . special financing!
- ★ Exciting Free Trip program! Win an expense-paid trip to Mexico City . . . Nassau . . . Acapulco . . . Jamaica!

New 1956 Westinghouse

FANS

Another top-selling line from the leader of the industry with new models . . . exclusive features . . . new promotions!

- * A complete line of all types under the best-known name in fans . . . now guaranteed for 5 years!
- ★ New electrically-reversible Automatic Convertible (illustrated) plus new models in the top-selling Mobilaire and Riviera series!
- * New in-season promotions: \$10 trade-in offer! Consumer premium! Lowpriced Ventilator special!



Plus the really

BIG THING

for mass-market selling!

"SUPER SEVEN"
AIR CONDITIONER
The entirely new ¾ hp unit
that operates on normal house
current . . . sells at the
lowest price in history!

The talk of the market . . . high-capacity air conditioning at a mass-market price . . . with no wiring problems! Big enough to cool an average living room . . . yet uses up to 40% less current than ordinary $^{3}4$ hp units, runs on normal 115 Volt house current without special wiring!



WATCH WESTINGHOUSE

where BIG things are happening for YOU

MATCH MESTINGHOUSE

For all these BIG THINGS in '56 ...

NEW "SUPER SEVEN" AIR CONDITIONER

FULL COLOR-COORDINATED APPLIANCE LINE

JUMBO-PICTURE COLOR TV

CONFECTION COLOR SHOWPLACE

DOUBLE-DECKER LAUNDRY TWINS

CONFECTION COLOR KITCHENS

"SEVEN TRANSISTOR" PORTABLE RADIO

AUTOMATIC APPLIANCE CENTER

THEY'RE ALL COMING SOON ... KEEP IN TOUCH WITH YOUR WESTINGHOUSE DISTRIBUTOR!

in so many new ways...

YOU CAN BE SURE ... IF IT'S Westinghouse

WESTINGHOUSE ELECTRIC CORPORATION
PITTSBURGH, PENNA.

TRENDS REGION BY REGION

Although distributors report good air conditioner sales to dealers, dealers haven't moved them. As one Fort Worth dealer put it: "Not enough hot

days in succession."

Price has had some effect, but not too much. A Dallas distributor thinks consumers do not believe in pre-season pricing, that it will be lower in season. This is especially true when cool weather shuts off any immediate pre-season need. Another Dallas distributor thinks there are too many deals, with cut prices on top of cut prices affecting movement.

The air conditioning situation in Oklahoma is just the reverse. Business is fairly good, not just from the distributor to the dealer, but from the dealer to the consumer. Why? An Oklahoma City wholesaler thought retailers might be pushing window units a little hard to make up for slow

movement of other appliances.

It's too cool around New Mexico way to reach any sort of a conclusion about air conditioner sales there. However, one dealer says he has more prospects than last year and it's just a matter of how soon 90-degree-plus weather arrives.

Automatic washers and dryers made the biggest headway throughout the Southwest, although movement of electric ranges perked up the first week of April, thanks to special promotions.

Laundry equipment got heavy promotional efforts during March, Dallas Power & Light, which gave salesmen a spiff during its promotional period, reported sales up close to 40 percent. Other utilities had similar success.

In South Texas, a wholesaler said March business was more than double that of February. Heavy advertising helped some dealers, while another "blamed" dust storms for a sales increase

in laundry equipment.

Also in Abilene came a report that television sold well-the only such report we've had in recent months. Reason: The area got a new station. Sales are also gaining slowly in Corpus Christi, where the area will get its first VHF station. It has a UHF station on the air now.

Laundry equipment led the parade in Okla-homa and New Mexico. Promotions at the util-ity level helped. Oklahoma Gas & Electric, which has a year-long sales campaign on for salesmen, gives them points for each appliance sold. During special promotions, points are increased and it helped OG&E to report sales "running ahead of last year." Each point awarded a salesman is worth one-half cent toward either merchandise or a vacation trip. Some 2,000 points were awarded, for example, for each washer or dryer sold during the promotion.

Movement of colored appliances in the Southwest generally is slow and so is consumer acceptance. With one exception, nobody's selling more than 10 percent color. The exception is a West Texas dealer who put his figure at 25 percent. On the average, colored appliance sales are less than 5 percent.

In Beaumont, while colored appliance sales by one distributor are termed slow, he did point out that they have helped sell white items-presum-

ably because consumers who see color become interested in the appliance itself, then buy white.

A Fort Worth dealer pointed out that color attracts attention, but when people think it over, they buy white.

On the whole, dealers are afraid to stock color. They insist there's no assurance that if you buy

five yellow and two green that customers won't want five green to two yellow. Dealers don't want to get stuck. They are waiting to see if there is real consumer acceptance and for what colors.

One New Mexico dealer has 10 refrigerators on display in color. They've been there some time. He's sold none.

With few exceptions, Texas distributors and dealers are expecting a good second quarter in spite of a slow start for many. One believes April will be well under 1955, but sees an excellent May-June period. A Waco retailer says business will have to pick up in a big way and he's not optimistic. A Dallas dealer sees a rough, extremely competitive quarter. Others remark that they must hike their advertising if they expect sales gains.

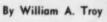
One of Oklahoma City's larger distributors stated that business is requiring an unusually hard push. He adds: "It will become more stable in people's thought in May and June, setting up good conditions for the last half of the year."

The New Mexico outlook appears favorable.

An Albuquerque distributor expects his business to improve over last year. Generally, a good three months is forecast.

Certainly, if no appreciable moisture falls across the dry Southwest plains, business will be hard put to record figures equal to last year, much less pass them.

... in the GREAT AKES



Early predictions haven't materialized . . . Credit tighter . . . Air conditioning moving at quickened pace

DESPITE cheerful early spring predictions that business would pick up, Great Lakes area dealers are still waiting for the spring push to begin. With the first tabulations of post-Easter sales now in hand, many dealers are now expecting that 1956 won't stand up with 1955

Among the welter of local reasons as to why sales are at a rather static pitch two basic reasons are becoming apparent:

First, there is less cash buying power. Demand for credit is strong. At the same time, paper-backers are increasing their rejections and dealers are finding that in the past few months, the number of bad debts has increased considerably.

Secondly, the lack of cash buying power is forcing buyers to shop very closely on price, not on the new features of the 1956 models. Result Result is fairly good volume, but smaller profits.

There is also an element of caution, dealers report, among certain segments of the buying public, notably farmers. Dealers servicing rural areas say that while farm income hasn't actually slipped too badly, farmers are extremely wary purchasers these days, and are likely to continue to be until they know what will happen now that Einenhower has vetoed the farm bill

The upshot of all this is that dealers are scurry-ing around trying to find financing which will fit their customers' demands, applying all the pres-sure they can to finance companies to meet the competition. But the finance companies, themselves faced with increased borrowing rates, are passing along the increases to consumers, and in most cases demanding a full third down on all major appliances.

What makes these trends more apparent is that

few if any dealers are reporting any increase in sales tempo over their early March figures. To "early April vs. early March" they answer "down slightly," "up a slight percentage," "down a little,"

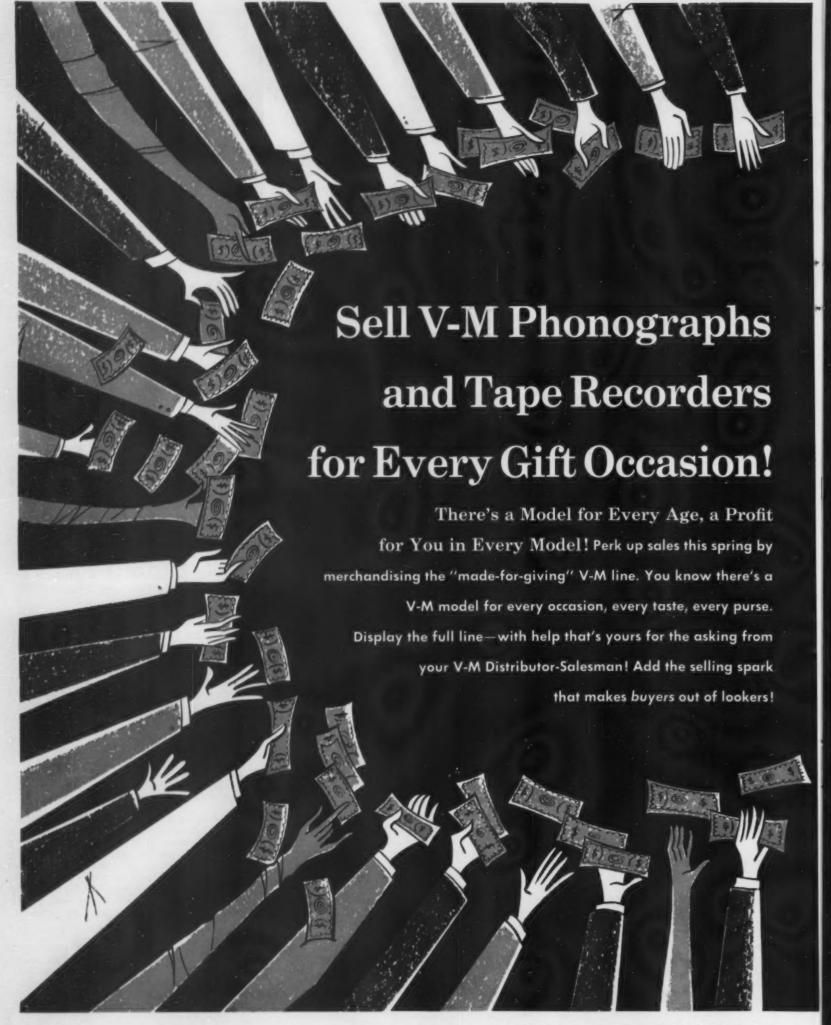
"Our weak point right now," says one Dayton dealer, "is in selling appliances which market at \$300 or over." Many of this dealer's buyers spend their time carefully inspecting the features of high-priced refrigerators, TV's, etc., then they check to see how many of the features of the check to see how many of the features of the high-priced models they can find in a lower cost job. This dealer sees intensive selling, what he calls "custom selling," as the only way to find more buyers for his high priced models. He is now toying with the idea of having his sales staff make a specified number of house calls each week. The salesman, in this campaign, would not announce at the door that he wanted to sell the housewife a certain appliance at a certain price, but only that he would be glad to discuss her present and future appliance needs and what help he could offer. "We think," this dealer says, "that our salesmen will be able to do a lot more with a low pressure approach in an informal atmosphere."

Within this frame of reference, the biggest gainers thus far this spring have been automatic washers and air conditioners. Cleveland's Electrical League reports that in the early months of 1956, air conditioner sales in the area were up around 900% ahead of the same months in 1955. Dealers in Cleveland and elsewhere in the Great Lakes area attribute this gain to earlier and harder promotions and to a wider (and lower) range of prices.

Automatic washers are moving well, with many dealers reporting sales of automatics over wringer types as high as 3 and 4 to one. That ratio doesn't hold up, however, when you get outside the big metropolitan areas like Cleveland, De-troit, Pittsburgh, etc.

Freezers are definitely becoming a drug on the market, falling prey in most cases to refrigeratorfreezer combinations in the larger cities, and to food plans in smaller cities and in rural areas. Cleveland area figures indicate that freezer sales are off around 6% from last year. The revealing figure is that two temperature refrigerator sales are up almost 50% over last year, with conventional refrigerators down almost an equal percentage.

Dealers throughout the area are reporting an increased tempo in sales of radios and vacuum cleaners. They attribute the increase in radio (Continued on page 36)





For Mother's Day



the Fabulous 'Fidelis' Model 560 High fidelity table model plays all record sizes, all four speeds—automatically. Blonde or manogany finish, \$149.50 List*. Walnut or ebony finishes slightly higher. Legs available in black or brass finish with record shelf.



For Weddings and **Anniversaries**



V-M Model 556 High Fidelity Portable Phonograph Flawless reproduction, thanks to 8" speaker plus 4" tweeter, 500% reserve-power amplifier. Automatic four-speed changer, of course. In two-tone gray, \$119.95 List*.



For Graduation Day



NEW 'Teentime' Model 625 Portable 45 rpm Phone This one's got the rock and roll set really "frantic"! Amazing tonal qualities, automatic changer in a pert, portable package of pleasure. Smart two-tone case. \$39.95 List*.



For Anyone's Birthday



V-M 'Playtime' Four-Speed Portable Phone Plays all record sizes and speeds, goes everywhere and anywhere. Beauti-fully styled, with front opening speaker, yet it lists at just \$29.95*.



For Father's Day



V-M tape-o-matic® Model 710 Completely New! Has 5 watts of high fidelity output! There's a bigger, better woofer in the dual-speaker system! New external amplifier jack too! Many more new Plus-Features. Can be converted to play stereophonic recorded tapes! All this at a list price of just \$189.95*.

*Slightly higher in the West

Tie-in with V-M's intensive national consumer advertising. Use V-M tested-and-proved-profitable merchandising aids. See your V-M Distributor-Salesman TODAY!



V-M CORPORATION

BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

TRENDS REGION BY REGION

sales—one Columbus dealer says he has had an increase of 15% over last year—to a wider variety of colors, increased promotion on clock radios, and the transistor type sets now on the market.

and the transistor type sets now on the market. Glamorization and the increased mobility of the new vacuum cleaners has served to beef up the market for these appliances which last year dragged their feet in many cities. One dealer in Detroit states that his cleaner sales are up 35% over last year, mainly he thinks because of the wide publicity that particular make has had in nation-wide TV advertising. The break from "standard colors" has also made this item a bread-winner.

Range sales are universally slow, but this definitely does not apply to built-ins. Many dealers report that built-ins are selling at three times the pace they moved in 1955. Unhappily, they can't say as much for conventional models.

they can't say as much for conventional models. The TV market seems to lack enthusiasm. Smaller "second sets," portables and the like, are moving fairly well, small consoles are about holding their own with last year, while the large, furniture-type consoles make nice decorations in the dealer's showroom. Color TV falls in the latter category, with many dealers wondering out loud what prompted manufacturers to make such extravagant predictions on 1956 sales. Says one dealer: "Color TV isn't going to sell itself. We're waiting for the manufacturers to put some oomph behind this thing."

FAR WEST



By Howard J. Emerson

Volume heads for spring peak despite spotty April...TV comes back and this may be the peak for air conditioners

THE appliance-TV business was spotty in the Far West around the middle of April, but in most cases the reports show volume swinging upward steadily toward a good spring level somewhat ahead of 1955. By market areas the situation looks like this:

Northern California seems to be leading the pack in business volume in early April, with laundry equipment continuing to boom. While dryer sales are expected to slow down now that five months of rainless weather are in store, there is enough impetus from heavy winter and early spring promotions to keep sales at a good level for a while. Helping, too, is the giant "free home trial" promotion sponsored by PG&E, which is giving dealers a chance to talk to many more dryer prospects although the dealers are still stymied by wiring problems when they try to give trials, Continuation of tie-in programs featuring automatic washers and dryers at a package price in distributor sponsored advertising also is

helping hold the dryer business from falling into a dry weather slump.

Refrigeration is holding up better here in northern California than in either the Northwest or southern California. But dealers are reporting an increasing resistance to the high prices of the deluxe refrigerators which are in most demand and which are the ones with the most features to sell. Customers apparently want top-of-line boxes, but at a \$350-\$425 price rather than average list of \$100 more. When there is a special on deluxe refrigeration, it moves in quantity. One disturbed distributor says manufacturers will have to find some way to bring down the price of top-of-line refrigeration by an honest \$100-i.e. not through allowances that permit exaggerated trade in offers to give a stimulus to the refrigeration business. And he says that the doubting manufacturers come out and spend an hour or two in any Sears' appliance department to see one good sound reaon why his dealers need a price readjustment in deluxe refrigeration.

TV has fooled everyone in northern California again by bouncing back from an unexpected low in March to an above-average April level. One retail salesman figured Easter week as a good time to take his family on a vacation to Death Valley—and came back to find he had missed out on the heaviest volume week the store has had in '56. Radios going from distributors to dealers indicate dealer optimism for gift sales in May and June and for a good summer in sales of portables. Auto radios are moving at well above the '55 level, with one distributor moving 3 times as many as he had in the same period of '55.

Northwest business picked up well in April, but reports show that much of the volume is the result of a wave of price promotions brought on by inventory headaches resulting from the weather-induced slump of the first quarter. Marathon selling is continuing, with one Seattle dealer now finished with his third round-the-clock effort. Heavy promotion of ranges, particularly by one manufacturer, has helped that business come back up to normal. Refrigeration is still slow but most dealers count on a few weeks of warm weather to correct that situation.

A special promotion on "Duomatics" has been very successful, particularly with one southern Washington dealer who added a gimmick. He offered a double trade-in-he took the old washer in trade on the automatic washer part of the Duo-



matic, then took the old washer in trade again on the dryer part of the Duomatic. He sold 18 units before he got delivery on the carload that he had ordered for the promotion.

Dealers in the Spokane area are now in the middle of a "Spic N'Speedy" campaign designed to sell 2,600 electric ranges and 1,850 water heaters. The slogan combines the "white gloves clean" feature of the electric range with the high speed of the surface units on current models. Last year's promotion, called "Kitchen Whiz", broke all previous sales records for those appliances in the Inland Empire.

Southern California is still struggling with intensive competition at distributor level which is carrying on through to the dealers to create a steady emphasis on price and little or no attention to promotion or selling effort. Refrigeration still can't be brought up to the level that most of the industry feels it should reach in that area, and continued instability of pricing is considered one major reason.

Encouraging news from southern California is further confirmation that air conditioning may be big business this summer. Although one department store started a ruckus with the offer of a \(\frac{1}{2} \) h.p. unit for \(\frac{2}{2} \) installed, the industry hopes to get into the June, July, August season with prices at a profitable level. Of course, the local dealer and distributor have little to say about the price and profit structure because they will have to go into the season with the proverbial sharp sword dangling over their heads on a thin and rotting thread—the threat that a manufacturer or two will decide to dump surplus air conditioners from the mid-West and East in the Los Angeles area where the act is not supposed to break the price in their larger east-of-the-Rockies markets. This situation, which practically ruined the radio business for many years, bounced back with television, and already has been done by air conditioner manufacturers.

In Los Angeles, one dealer is making the rest of the industry look like a bunch of inept amateurs. Having led the industry there in '55 with sales of room units about 100 times greater than the sales of the average dealer, this concern is gearing to double its volume in '56. Already, with two months to go before the opening of the season, this dealer has 55 air conditioners on his display floor—each hooked up for demonstration.

There are now more than 2,400,000 television sets in the Los Angeles reception area—including 2,400 color sets. In a month's sales of 23,253 black and white sets, the sizes were split as follows: 900 portable 14-in. and under; 2,041 in the 17-in. size; 16,468 in 21-in.; 3,695 in 24-in. size; and 75 of the 27-in. with the last 74 unknown. Interesting is the level to which TV sales have reached in this area—following are January unit sales for the last five years: 1952—22,971; 1953—24,666; 1954—17,033; 1955—21,369; 1956—23,412.

In Arizona good word comes from the industry as the air conditioning business gets underway at retail level with the opening of the big Phoenix Home Show in late April. In this hot, desert country, where evaporative coolers have about a 100 percent saturation, refrigeration coolers have begun to break the price barrier.

Persistent promotion of the features of thermostat control, humidity control, filtering of dust, etc., of the refrigeration coolers for several years has begun to pay off. As one member of the industry reports: "about everyone wants a refrigeration cooler, it's just a case of their figuring out the cost."

(Continued on page 44)

Greater convenience, performance and beauty

NEW...ALL NEW



GAS AND ELECTRIC

BUILT-IN RANGES

Get set to get more of the growing market for "built-ins"! New RCA WHIRLPOOL built-in gas and electric ranges are here . . . the first built-in appliances to bear this great merchandising name.

Your prospects will quickly recognize them as the greatest value ever in modern, more convenient cooking. They save her steps because cooking tops and ovens can be put exactly where they are most needed. They save her energy because all cooking and automatic controls are at easy, "stand-up" work level tailored to her exact height. And, they save space that provides extra kitchen storage.

New RCA WHIRLPOOL built-in ranges come in a choice of lustrous finishes . . . satin-finish stainless steel, copper tone (electric oven only), or white porcelain enamel . . . to give you the eye-appeal so important in today's buying decision. See your RCA WHIRLPOOL distributor now for all the selling facts.

ELECTRIC RANGE PLUS FEATURES

- 7-heat Monotube burners with aluminum drip bowls.
- Convenient signal light shows which burners are in use.
- Automatic clock control of oven and appliance outlet.
 Eye-level oven controls and heat-proof oven window.
- · Radiant-type, smokeless oven broiling.
- Approved by Underwriters' Laboratories.

GAS RANGE PLUS FEATURES

- Infinite heat burners with click "Simmer" setting.
- Radial-type, non-tilt grates hold any size utensil.
- Automatic oven ignition with 100% safety shutoff.
- Waist-high, smokeless drawer broiler.
- · Electric clock with 4-hour minute timer.
- · A.G.A. approval on all gas units.

RCA WHIRLPOOL HOME APPLIANCES are products of

WHIRLPOOL-SEEGER CORPORATION St. Joseph, Michigan

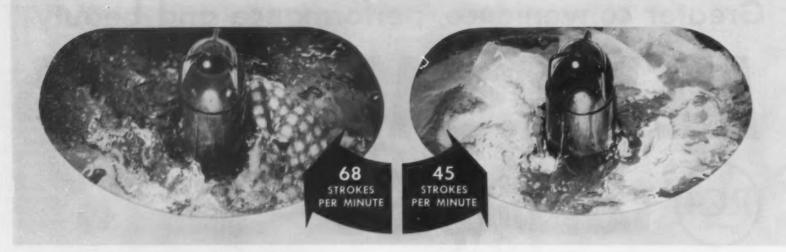
WASHERS, DRYERS, IRONERS, FREEZERS, RANGES, AIR CONDITIONERS, DEHUMIDIFIERS

JOIN UP ... IT'S EASIER TO SELL RCA WHIRLPOOL THAN SELL AGAINST IT!

Use of trademarks of and RCA authorized by trademark owner Radio Corporation of America

ELECTRICAL MERCHANDISING-MAY, 1956

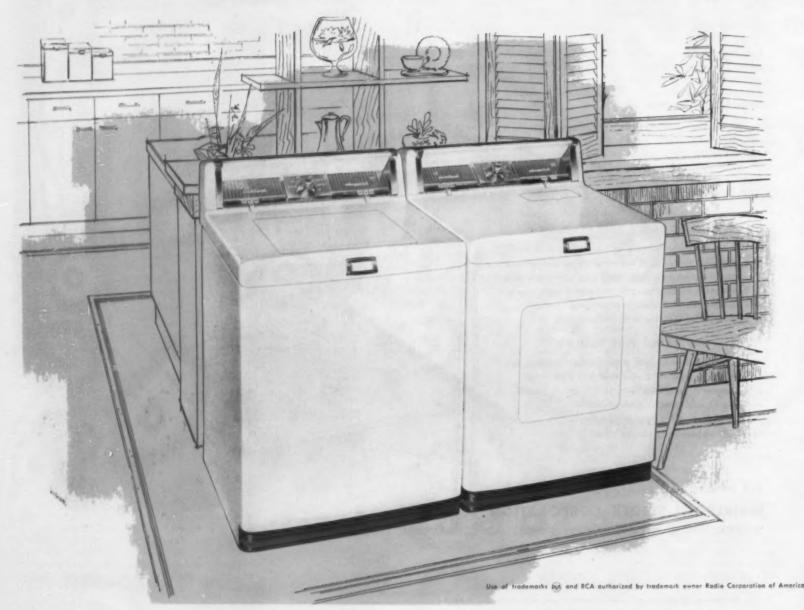
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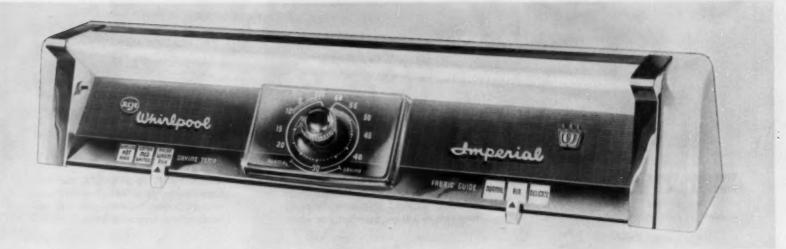


SPEED IT UP! Normal speed action automatically washes cottons, linens and all regular fabrics thoroughly yet gently. Washing time is selective from 1 to 14 minutes.

SLOW IT DOWN! A completely separate, fully-automatic slow speed action slows washing and spin-drying by ½ to safely wash today's new delicate fabrics.

DIAL-THE-FABRIC





THREE SETTINGS FOR REGULAR FABRICS assure safe drying temperature. HOT is 195° . . . MED, 165° . . . WARM, 135° . Fabric guide eliminates guesswork.

TWO SETTINGS FOR DELICATE FABRICS in the Super-Speed safely dry all synthetics . . . AIR setting fluffs wool blankets, pillows and airs out clothing.

LAUNDERING

one more reason it's easier to sell



WASHERS AND DRYERS

With its 2 different speeds and 2 adjustable time cycles, the RCA WHIRLPOOL automatic puts an end to hand laundering of delicate things . . . and that's what every woman wants! Just "dial-the-fabric" and the washing action will fit the fabric to wash everything safely from sheerest negligees to soiled denims.

And, every woman wants faster, safer drying of all fabrics. With the RCA WHIRLPOOL dryer, you "dial-the-fabric" and automatically the correct temperature will dry all fabrics . . . from synthetics to shag rugs . . . safely and much faster!

There's a new RCA WHIRLPOOL automatic washer and matching dryer for every prospect, no matter what the budget or need. Get the full story on the complete line from your RCA WHIRLPOOL distributor. Remember . . . you'll sell more, and so much easier, when you sell what every woman wants!

in the washer

- Suds-Miser® saves over half the cost of soap and hot water.
- 7 Rinses give the most thorough rinsing known.
- Dual Cycle-Tone* signals when washing is completed.
- Three-Level Water Selector saves water on partial loads.
- Ultra-Violet Lamp gives clothes fresh-air fragrance.

in the dryer

- Fluorescent Light illuminates panel, top and work area.
- Ultra-Violet Lamp freshens and sweetens clothing.
- Controlled Air Circulation gives safe, tempered heat.
- Satin-Smooth Drying Drum won't snag or tear clothes.
- Cycle-Tone* signals when drying is done.

Tmks.

RCA WHIRLPOOL HOME APPLIANCES are products of

WHIRLPOOL-SEEGER CORPORATION St. Joseph, Michigan

WASHERS, DRYERS, IRONERS, FREEZERS, RANGES, AIR CONDITIONERS, DEHUMIDIFIERS

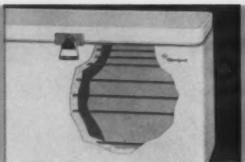
JOIN UP...IT'S EASIER TO SELL RCA WHIRLPOOL THAN SELL AGAINST IT!

ELECTRICAL MERCHANDISING-MAY, 1956

PAGE 39



TITE-SEAL DOOR compresses multiribbed, super-size gasket to lock out warm air — seal in cold. Cabinet welded to prevent air leaks that affect temperature.



FREEZING COILS... Scientifically spaced for uniform "zero-cold" all over. Maximum freezing surfaces at proper freezing temperature assure excellent protection.



GLASS FIBER INSULATION, laminated high-density,type. Keeps freezing temperature where it belongs, even if room temperatures may vary as much as 80°

PEAK FLAVOR

one more reason it's easier to sell



Whirlpool FREEZERS



5-YEAR WARRANTY

Each RCA WHIRLPOOL freezer carries a 5-year warranty on hermeticallysealed refrigerating system.

FOOD SPOILAGE WARRANTY

Here's another extra sales feature for you. Each RCA WHILRPOOL freezer carries a free 3-year food spoilage warranty with coverage up to \$200.00.



CONVENIENT BASKETS in chest freezers give extra "up-at-top", easy-to-reach storage. Each basket holds 17 pounds and is easy to lift and move around.



JUICE CAN DISPENSER in uprights serves one can of juice at a time. In addition, there are 2 package dispensers plus oddpackage shelf on super storage door.



2 ROLL-OUT BASKETS give extra convenience. They roll easily and each basket holds 58 pounds in Model YV-15 and 74 pounds in Model YV-19.

PROTECTION

Your customers want positive protection of food flavor . . . not just food freezing. So, sell RCA WHIRLPOOL freezers . . . the freezers that capture and hold food flavors at their tastetempting peak of goodness.

Here's how it's done. Food temperature is pre-set at the correct level. Then, the tite-seal door, scientifically-spaced freezing coils and glass fiber insulation add a triple armor of protection around precious foods. This precision engineering means flavor, color and nutritional value can't change because food temperature doesn't vary more than 2° in the RCA WHIRLPOOL freezer.

So sell the freezers that are as safe as a bank — that protect the peak flavor of all foods — RCA WHIRLPOOL freezers. And, it's your complete line — 5 models, chests and uprights, from 12 to 20 cu. ft. — to sell every prospect, regardless of need.



ADDITIONAL FEATURES to help you sell EVERY MODEL

- Dry cabinet construction . . . no dripping moisture, no messy floors.
- Sturdy, X-Girder door maintains perfect alignment for positive seal.
- Interior light when door is open gives extra convenience.
- Quiet, fanless operation eliminates noise and vibration.
- Safety signal light indicates proper freezer operation.
- Modern stirrup door handle with built-in lock.
- Copper and spice interior . . . beautiful and easy to clean.
- Chest models have 7 fast-freeze inside surfaces.
- Upright models have 4 fast-freeze surfaces including 3 large open grid-type shelves for better air circulation.

RCA WHIRLPOOL HOME APPLIANCES are products of

WHIRLPOOL-SEEGER CORPORATION St. Joseph, Michigan

WASHERS, DRYERS, IRONERS, FREEZERS, RANGES, AIR CONDITIONERS, DEHUMIDIFIERS

JOIN UP...IT'S EASIER TO SELL RCA WHIRLPOOL THAN SELL AGAINST IT!

ELECTRICAL MERCHANDISING-MAY, 1956





300% more effective than ordinary filters!

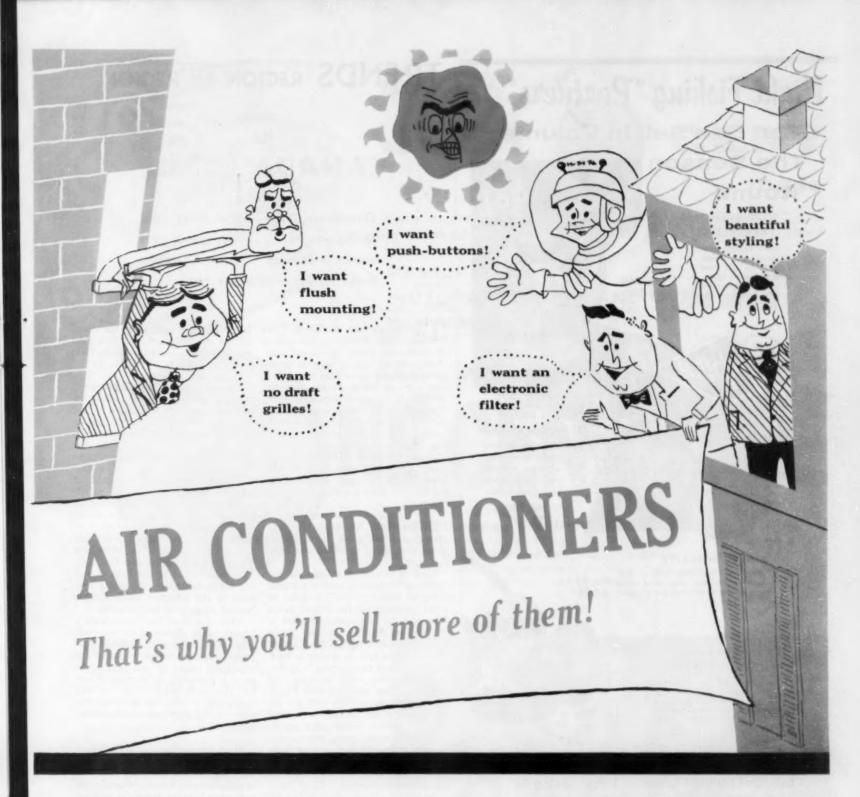
Removes pollens and dust particles as tiny as 1/25,000 of an inch

Use of trade marks and RCA authorized by trade mark somer, Radio Corporation of America

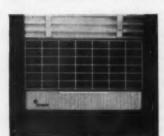
TIE IN NOW!

New Stepped-Up National Advertising, Local Retail Advertising and Merchandising Promotions are timed to give you the jump on the heart of the selling season!

MAY, 1956-ELECTRICAL MERCHANDISING



JOIN UP...IT'S EASIER TO SELL RCA WHIRLPOOL THAN SELL AGAINST IT!



CUSTOM MODELS in 34, 1, 1½ and 2 H. P. capacities. Many with new Electronic Filter.



DELUXE MODELS at popular budget prices, in ¾, 1 and 1½ H. P. capacities.



CASEMENT WINDOW MODELS with advanced features, in ½ and ¾ H. P. capacities.



50 CUSTOM MODEL, 1/2 H. P. capacity for efficient coolling in small rooms.

WHIRLPOOL-SEEGER CORPORATION, St. Joseph, Michigan

WASHERS . DRYERS . IRONERS . RANGES . FREEZERS . AIR CONDITIONERS

Night Fishing "Partners". . .



TWIN-LITE

Two switches light either bulb or both at once. Exclusive pivot base spots No. 872 beam up and down—stays put on many \$4.95° angles.

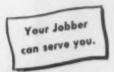


No. 900 \$3.95*

"Tilt-Beam"
SPORT-LITE

Tilting Sealed Beam Spotlight that pivets up and down in wide arc—stays put at desired angle. Bright flood light on top. Best all-around sports lontern.

Backed by Sales-impelling national advertising, "EMPIRE" Lanterns keep moving in steady, profitable volume to sportsmen, vacationers, motorists—everyone wanting the finest in dependable portable outdoor light.



Make 1956 a record season with these four popular "EMPIRE" leaders. . . Others to choose from!

* Slightly Higher in West

7he METAL WARE Corporation
200 Fifth Avenue TWO RIVERS, WIS.

Merchandise Mart
Chicago

TRENDS REGION BY REGION

CANADA By M. L. Schwartz

Downtown stores suffer from cold spring weather . . . White goods start rise as TV falls off . . . Central Canada looks for air conditioner boom . . .

T OO much cold weather and too many cars affected appliance sales in many areas during March and early April, causing lagging sales in downtown stores for some lines but significantly less decline in shopping centers, with hectic buying anticipated in May. There are definite symtoms of a pick-up in white goods, particularly refrigerators, washers and stoves, during April so that many dealers are planning to go after such sales through more ads, larger staffs, etc., in the hope that May business may make up for the slow start in earlier months of the year.

the year.

"TV sales are certainly running behind last year's big boom but the pick-up in white goods should put us ahead this April," confided one store executive.

Another dealer, a veteran in the appliance business in eastern Canada, came out bluntly; "We'll be lucky to equal last spring's dollar volume unless May sales are as surprisingly good as the boys say they'll be because people are getting into a buying mood now." This view was held by dealers in both large and small centers who held that more Canadians were working this April and their earnings were higher than a year ago so that, with the exception of TV and radios, the momentum of business should pick up in May for freezers, dryers, stoves, etc., though ominously early spring business appeared to favor shopping centers. Dealers in downtown areas were somewhat less cheerful.

An air conditioning boom, especially in central Canada, may be coming this year and some of the big fellows in the retail business are setting their sights on new home owners or builders. Many architects, engineers, contractors and others are developing an opinion that air conditioning may become a must in the higher priced new homes, with the president of one big air conditioning firm forecasting that in the near future air conditioning units will become standard equipment in new homes.

This is in sharp contrast to the results of a recent survey which revealed that only 4.3% of 13,000 homes covered had room air conditioners, a virtually untapped market. Since informants in Ottawa say about \$1,826-millions will be spent this year for capital and repair expenditures on

housing even in contrast to the record \$1,734 million spent in 1955, sales of air conditioning units are in for a boom in Canada.

Dealers as well as manufacturers will have to watch much more closely advertised prices of appliances as the Restrictive Trade Practices Commis-sion has served notice about its opinion on attempted curbs on such ads. The advertising of a price of an appliance is an offer to sell at that price so that an attempt to control the price at which a retailer advertises an article is an attempt by indirect means to control the resale price of the article, the Commission says. The effect of such control, when secured, is to establish a common price in advertising for a group of dealers and this common price would be the basis of selling for such dealers, this being contrary to the intention when Canada banned resale price maintenance.

This opinion of the Commission is considered by dealers to be extremely important because it means that henceforth any attempt to control the advertised prices of electrical appliances is necessarily an attempt to control the resale price of any of such appliances, a factor to be contended with in present-day merchandising practices.

With a record number of Canadians expected to visit the U. S. between May and the fall this year, purchases of cash-and-carry household appliances, radios, etc., under the \$100 customs exemption privilege by Canadians, allowed every four months, may reach a new peak this year.

"It's a bigger loss for us than most people realize," said the head of a large Montreal store, admitting that "if business in general wasn't so good, something would have to be done

Dealers in Ontario and Quebec in particular but to a lesser extent elsewhere complained about it, fearing that such duty-free buying by Canadians in U. S. this year will really go up, even estimating that last year duty-free purchases by Canadians of about \$69 millions which was a gain of 5% over previous year may rise more so this year and household appliances, radios or similar items will account for at least 20% of such buying by visiting Canadians.



Now for



more

Your customers can buy this big, beautiful "CP" Family Fare range with all three of these valuable extras

FAMILY FARE OVEN PICTURE WINDOW AND OVEN LIGHT "OUTAMATIC" BROILER

during Magic Chef's unprecedented



E CENT SALE

Here's another first from the first name in ranges and this exclusive Magic Chef Sale promotion will be a terrific traffic-builder for you . . . a powerful incentive for your "hold-off" customers to buy right now . . . a value any customer will find hard to resist!

HERE'S HOW IT WORKS

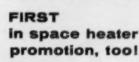
- and mister, how it does work! Show her the Magic Chef Model 1A635 . . . one of the finest buys in a quality range that can be found. Magic Flame Uni-Burners, electric clock with timer, Magic-Lite Automatic Pilots - and all the famous Magic Chef exclusives, including automatic lighting of all burners! Show her this exciting range - see how she responds to it. THEN offer her the great Model 1A675 for just one penny more! Next, get out the order pad quick! For here's the world's biggest range bargain! For just one cent more, your customer gets all the famous features of the 1A635 plus all three of these special features, each worth many dollars.



FAMILY FARE OVENfirst glant oven in a compact range.

PICTURE WINDOW AND OVEN LIGHT a feature she looks for

"OUTAMATIC" BROILER glides out as the door is opened.



FIRST and only manufacturer sponsoring a PROFIT PROTECTION



PLAN for space heater dealers.

FIRST and only "Early Bird" sale offering \$29.95 Floor-Flo Automatic Blower for only \$4.95 with purchase of a Magic Chef heater.

MAGIC CHEF, INC., ST. LOUIS 10, MISSOURI

You also have all these features to sell:

- · Electric clock with 4-hour timer
- · Fluorescent top light
- Hidden appliance outlet
- . Snap-out clock and timer assembly
- Famous Red Wheel Oven Regulator
- Magic Flame Uni-burners
- Magic-Lite automatic pilots
- Triple-thick Fibergias insulation

GO WITH VORNADO

Build Traffic - Clinch Sales
with Cornado
Air Circulator Promotions



Nothin' or Nobody can equal Vornado's Wild Bill Hickok Promotion!

- * Traffic-Building Give-Aways!
- * Excitement-Making Local Contests!
- * Profit-Clinching Sales-Closer Gifts!
- * Controlled-Selling Puppet Show!
- * Interest-Attracting Point-of-Sale Displays!

Plus ad mats for local tie-in use. Put Yourself Up Front in Sales and Profits — with Vornado and Wild Bill Hickok!

Now, this year, Vornado is first again with color cooling...rich, refreshing designer colors:

MINT BLUE - MIST GREY CORAL ROSE - VORNADO GREEN

Yes, Vornado Dealers are selling more air circulators than ever before!



SELLING
with Wild Bill
Hickok Puppet

An exciting 30-minute family show with Vornado demonstrations and selling commercials worked right into it...can be staged right in your stare. The show controls the audience... and YOU control the sales!



get set to promote... IN MAY!

Build Traffic - Clinch Sales
with Comado
Air Conditioner Promotions



'Nothin' or Nobody can equal Vornado and Manhattan Shirts gigantic Double-Action Promotion!

- 4,000 Manhattan Shirt Dealers—all in high-traffic areas will be displaying Vornado products and promoting with local Vornado dealers!
- * Traffic-Stopping window and in-store Displaysl
- * Four-color National advertising in TIME Magazine!
- * Tremendous Local Advertising Program!
- * Giant Local Advertising Campaign!

Plus window display, contest, and promotion ideas. SURE You're Interested! Better See Your Vornado Distributor — Right Now!

Set the Selling Pace with Vornado!

PRICE... VERSATILITY

PLUS the most sensational advertising-promotion program ever! See — or call your Vornado Distributor IMMEDIATELY — for full details!

Most Fabulous Vacation Trip Ever Offered

Hundreds of Vornado Dealers ARE going...and YOU can, too! Hunt jaguars in the jungle...live in luxury at the fabulous El Panama Hotel...enjoy Panamanian night life...visit "The Canall" You Still Have Time! See your Vornado Distributor today!

PERIOD CLOSES JUNE 1st

FRONT IN '56

It's not too late

If YOU want YOUR share of Vornado action and Vornado profits...just call your Vornado Distributor today...get in on the promotion march to profits in May!

WITH Jornado

reducts of THE O. A. SUTTON CORPORATION, INC. . Wighite Kunsus

Specialists in the manufacture of comfort cooling appliances



Flavo, Seal



Chef or not, you'll cock up some terrific sales when you add the magic ingredient — West Bend Flavo-Seal cookware — to your range promotions. A popular homemaker favorite because it's loaded with extra value features like copper-color covers, oven-proof handles, triple-thick 8 and 10 gauge aluminum for waterless cooking. Remember the name — West Bend Flavo-Seal — your sales will make you glad you did!

WEST BEND ALUMINUM CO.

ECONOMIC CURRENTS

Consumer Debt: Not So Fast a Rise

By the McGraw-Hill Dept. of Economics

There is still a great deal of concern about the amount of consumer credit. Many people fear the continued increase in the amount of installment debt will make consumers wary of doing more credit buying and also limit their ability to spend by making a heavy claim on incomes.

Total consumer credit was \$35.3-billion at the end of February. December of 1955 was the only month when consumer credit was above that figure. Consumer credit climbed steadily from \$29.8-billion in January of last year to an all-time peak of over \$36-billion in December. In every year of the postwar period, incidentally, there has been a rise in consumer credit over the previous year.

Installment debt accounts for the largest proportion of total consumer debt. In February total installment debt amounted to \$27.8-billion, a figure topped only by December of last year. An important factor, however, is that the rise in February was much lower than last year. The increase amounted to \$15-million compared with a rise of \$72-million in February of last year.

Of course, one must also take into account the fact that normally installment credit declines in February. One reason for the rise this year and last year is that credit for autos increased. Auto paper rose \$83-million by the end of February. This was, however, less than half the increase of February of last year.

FEWER CARS MEAN LESS CREDIT

The amount of credit used for autos has an important bearing on appliance dealers. If consumers spend an increasing amount of money for new cars, whether on credit or for cash, they'll have less to spend on appliances.

Total auto installment credit increased nearly \$4-billion in 1955. At the end of February total auto paper stood at \$14.4-billion—\$3.8-billion more than a year ago. But it doesn't seem likely that the \$4-billion rise of 1955, which caused a good bit of worry last year, will occur again this year.

It seems more probable that the rise in auto credit this year

(Continued on page 53)





presents an entirely new principle of Vacuum Cleaner Locomotion



With considerable pride...
the Hoover Company, North Canton, Ohio,
presents an entirely new principle
of Vacuum Cleaner Locomotion

Gives you tion even

New fa So beautify the closes, lipstick red

Look at the selling features

-many of them exclusive-you get in the

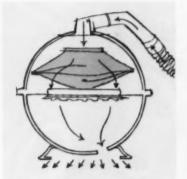
new Hoover Constellation



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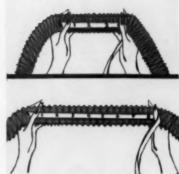
The only airborne cleaner.

Gives you the most amazing store demonstration ever. Turn it on, pick up the hose, and the cleaner follows you wherever you go.



Floats on its exhaust

Nothing to get out of order. Quiet, full hersepower motor provides the "lift" and mobility without affecting the suction, or the efficiency of the cleaner.



Double-stretch hose.

No other make of cleaner has it. Actually doubles in length, reaches up to 16 feet! Compresses for easy storage.



3-wheel combination nozzle.

Hoover's new wheel-nazzle glides over both rugs and floors. No two-handed scrubbing. Takes only a third of the usual effort.



New fashion colors.

So beautiful, ladies won't want to hide it in the closet. Sandalwood and Mulberry with lipstick red accents.



Oversize throwaway bag.

When the dust bag is filled, out it comes and away it goes. Hands never touch dirt. Because it's so large, it needs to be changed only a few times a year.



Lightweight.

Lightest of all popular conister and tanktype cleaners—weighs only 15 lbs. 4 ox. But actually when operating, the Constellation is practically weightless.



Full width, even suction.

Just as powerful at the ends as in the center. Vinyl fingers and a floating brush insure complete dirt removal, 3 wheels guarantee nazzle is always at correct angle to rug.

HOOVER

FINE APPLIANCES

... around the house, around the world



NEW HOOVER Constelle

the cleaner that walks or

Floats after you on its own air stream

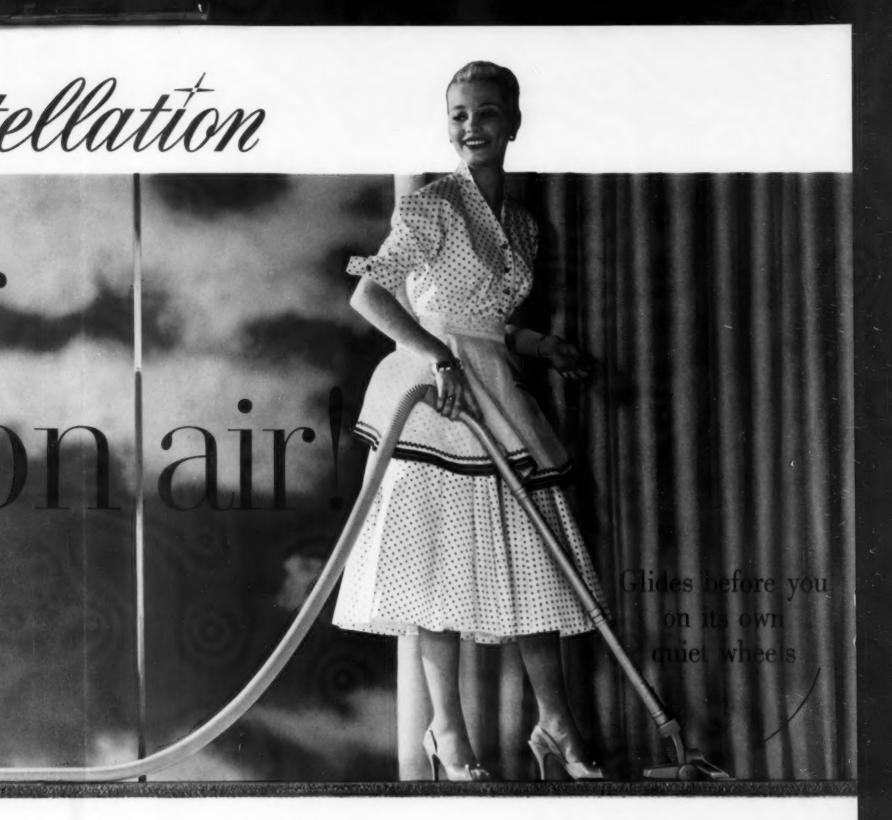


The new Hoover
Constellation follows
along under its own
air power
...no lifting,
no tugging

Now Hoover comes up with a cleaner so amazing that you and your customers will have to see it to believe it!

It travels around the house on its own air stream. Nothing for the little woman to do but guide the new rolling nozzle over the carpet.

Biggest selling feature any cleaner ever offered. And it's a Hoover exclusive — completely protected by patents.



The cleaner that walks on air is going to walk out of your store with customers in record-breaking numbers. Get set for a big Constellation year now. Tremendous introductory campaign kicks off with a color spread in The Saturday Evening Post in May. See your Hoover representative right away.

WORLD'S LONGEST REACH

Exclusive new double-stretch hose lets you clean twice the area of any other make of cleaner. Hose, telescoping wand, and 3-wheel nozzle team up to keep rugs bright and clean with ½ the usual effort.



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ffered. y pro-

Look at the selling features

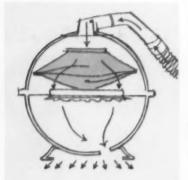
-many of them exclusive-you get in the

new Hoover Constellation



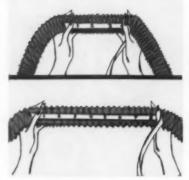
The only airborne cleaner.

Gives you the most amazing store demonstration ever. Turn it on, pick up the hose, and the cleanor follows you wherever you go.



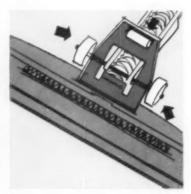
Floats on its exhaust

Nothing to get out of order. Quiet, full horsepower meter provides the "lift" and mobility without affecting the suction, or the efficiency



Double-stretch hose.

No other make of cleanor has it. Actually doubles in length, reaches up to 16 feet! Compresses for easy storage.



3-wheel combination nozzle.

Hoover's new wheel-nozzle glides ever both rugs and floors. No two-handed scrubbing. Takes only a third of the usual effort.



New fashion colors.

So beautiful, ladies won't want to hide it in the closet. Sandalwood and Mulberry with lipstick red accents.



Oversize throwaway bag.

When the dust bag is filled, out it comes and away it goes. Hands never touch dirt. Because it's so large, it needs to be changed only a few times a year.



Lightweight.

Lightest of all popular canister and tanktype cleaners—weighs only 15 lbs. 4 ez. But actually when operating, the Constellation is practically weightless.



Full width, even suction.

Just as powerful at the ends as in the center. Vinyl fingers and a floating brush insure complete dirt removal. 3 wheels guarantee nextle is always at correct angle to rug.

HOOVER

FINE APPLIANCES

... around the house, around the world



In Chicago

IT TAKES 2!

YES, TWO NEWSPAPERS TO DO THE JOB



In the booming Chicago market, no one daily newspaper reaches as much as half the people. It takes two, the Sun-Times plus another paper, to give you maximum coverage. No two-paper combination without the Sun-Times will give you as much.

And, if you are selling your product to a young market, you will reach more Chicago housewives under 45 with the Sun-Times *alone* than with any other paper.



Growing with Chicago — the new Sun-Times building

CHICAGO

SUN-TIMES

NEWSPAPER OF THE NEW CHICAGO!

211 W. Wacker Drive, Chicago

250 Park Avenue, New York

ELECTRICAL MERCHANDISING-MAY, 1956

ECONOMIC CURRENTS (continued)

will amount to between \$1 and \$2-billion. One reason, of course, is that production of new cars will not quite reach the peak of 8 million of last year. Current estimates indicate that probably 7 to 7.5 million cars will be produced this year. There were 1.7 million cars produced in the first quarter of this year—18% less than a year ago. For the year as a whole production will run 10% or more below last year. And it seems likely that sales will probably be about 9 or 10 percent lower than 1955.

What will this rate of auto production mean in terms of sales and auto debt? It means that there probably won't be as great a strain on installment credit this year as last. Sales were exceptionally high last year compared with 1954. Thus, although only slightly fewer cars may be sold this year, the increase in credit extended will not be as great as last year.

Another factor which would confirm this estimate was pointed out in a recent survey of Consumer Finances conducted by the Michigan Research Service Center. It showed that 8.2% of the families intend to buy a new car this year. This is about the same number as last year.

The survey also indicated that the number of families with incomes of \$5,000 or more had increased by about 9% since last year. And this group usually accounts for 50-55% of all new car sales.

RISING INCOMES MEAN MORE SALES

With personal incomes continuing to rise, it appears that consumers will have both more cash and more credit available for buying appliances this year. Taking the lead from auto makers, appliance dealers can do much to develop a replacement market. And the prospects for a sizable replacement market seems fairly certain.

The survey of Consumer Finances indicated that although about the same number of consumers said that they planned to put money into improving their homes as did last year, the median expenditure planned is \$380—which compared with only \$330 last year. A good part of this increase could be for new appliances, such as built-in ovens, refrigerators and freezers. And a part of these home improvements will be financed by additional installment credit.

Thus it appears that although consumer credit will stay near its all-time high, the rate at which it will increase will not be as great as last year. Delinquencies and repossessions are still at an abnormal low. Consumers are paying off nearly as much in old debts as the amount of new extensions. People have the money to pay. But appliance dealers will have keen competition for the consumer dollar from the auto industry—especially when the new models come out later this year.

End



"PROBABLY A GOOD TIME TO PUSH DEHUMIDIFIERS"

ARE YOU

MAKING

Custom Deluxe Matchmates

ABC

Keep your eye on ABC!

We mean business! Your ABC distributor is ready to help you make money selling washers.

Call him today! Or write direct to us.

america's Leading Washers Dryers and Groners . Products of ALTORFER BROS. COMPANY . PEORIA, ILL.

NY MONEY NG WAS

¿ youre not ... BETTER SEE

LET'S FACE IT! Are you one of the many dealers who lined up with what you thought was "the world's best appliance line" - only to wake up and find that without some semblance of franchise protection your profits were being dissipated? There's no money to be made with such a merchandising policy. You'll make money selling ABC. It's not too late. Line up now. We make washers and dryers exclusively. Quality products—every single one of them. And there's abundant profit for you to match the quality.

WE PROTECT OUR DISTRIBUTORS AND DEALERS

No other washer or dryer line can compare with ABC for franchise protection and customer satisfaction. What's more, nobody matches ABC performance. Nor ABC styling. Yes, when you sell an ABC washer or dryer, you sell dependable, trouble-free performance through the years. That's why more and more dealers are turning to ABC—selling the line that makes more money for them. How about it? Are you making any money selling washers?

BETTER SE

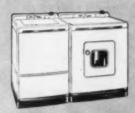


FOR SALES-MAKING, PROFIT-PRODUCING FEATURES

- ABC gives you "shampoo" washing . . . as gentle and thorough as hand washing.
- · ABC gives you patented "Centric" agitation . . . dips, flexes, gently rubs clothes.
- ABC gives you gearless transmission . . . for quiet, dependable, trouble-free service.
- ABC gives you a true overflow rinse . . . suds and scum actually go out and over the top of the tub!
- Other ABC features: Two automatic washers in onetrue two-cycle washing, saves 50% of soap, water and operating time; exclusive "Jet-Aire" drying. Automatic washer and dryer available in beautiful decorator colors—Bermuda Pink, Buttercup Yellow, Spring Green I



Master Deluxe Matchmates



Special Deluxe Matchmates





3 Great Wringer Washers





ELECTRICAL MERCHANDISING-MAY, 1956

For Faster Electric Range Turnover...

SELL

Ease of Cleaning



This one feature is most overwhelmingly demanded in an electric range according to an impartial survey conducted among 2000 housewives all over the country*.

*Survey conducted by Market Facts, Inc., Chicago

TK surface units are easiest to clean

You "talk" the housewive's language when you demonstrate the easy-cleaning features of TK® cooking units. Make them a key point in your sales presentation and you'll increase your electric range turnover!



ELECTRIC HEATING ELEMENTS BEVICES . SWITCHES & CONTROLS



TUTTLE & KIFT, INC. 1823 N. MONITOR AVENUE . CHICAGO 39. ILLINOIS





Hot coil can be flipped up instantly to prevent burning of spillage below.



Easier to clean! Coil stands by itself leaving both hands free for removing spillage.

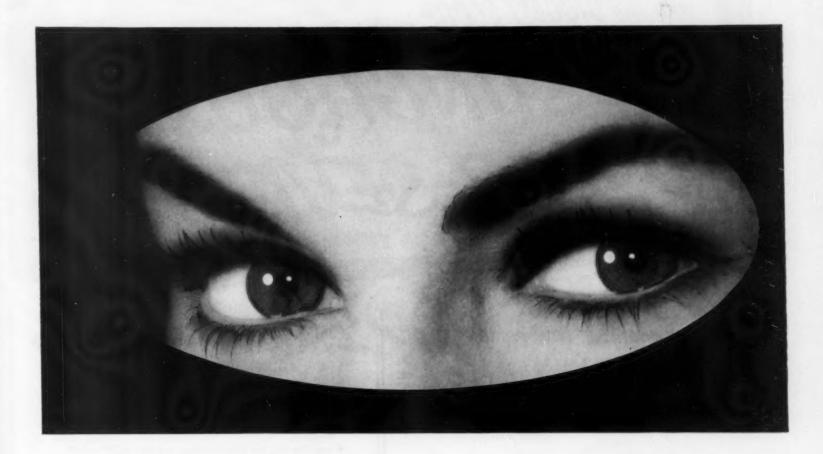


Pans are extra deep. Smallest holds 6 oz.

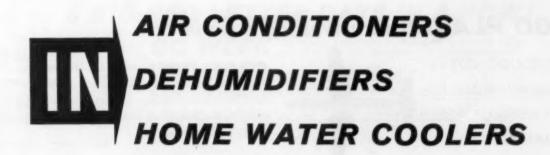


Pans are removable—wash as easily as a dish.

WATCH WESTINGHOUSE!



Where BIG things are happening for YOU!



"SUPER-CHARGE" YOUR SALES AND GO PLACES

with the BIGGEST SCOOP in Air Conditioning history!

WESTINGHOUSE "SUPER-SEVEN"

FIRST 71/2 AMP 3/4 HP UNIT PRICED WITHIN THE REACH OF MILLIONS!

1 UNBEATABLE LOW PRICE!

No other manufacturer can match it! Westinghouse scooped all the rest . . . so you can sell the "Super Seven" at many, many dollars less than ever before!

2 OPENS UP A MARKET OF MILLIONS!

Millions of people thought their homes couldn't be air conditioned due to wiring problems and high installation costs. Now the "Super Seven" changes that whole picture because it . . .

- Takes less current than a toaster!
- Operates on normal 115 V house current without special wiring!
- Requires 40% less electricity than ordinary ¾ HP units!
- Cools an average living room or large bedroom!

"SUPER-CHARGE" YOUR SALES AND PROFITS LIKE NEVER BEFORE ... WITH THE SENSATIONAL WESTINGHOUSE "SUPER SEVENI"

GO PLACES with Westinghouse in '56!

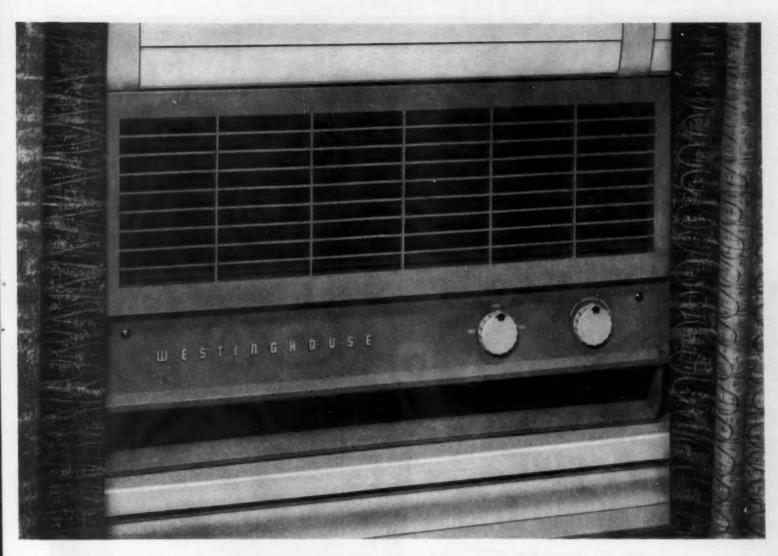
MEXICO CITY! ACAPULCO! NASSAU!

JAMAICA



WIN FREE TRIPS to one of the fabulous, fun-filled vacation spots Westinghouse has picked out for its "Go Places" Air Conditioner Dealers. But act now to be eligible . . . talk today to the Appliance Sales Manager AT YOUR WESTING-HOUSE DISTRIBUTOR.

WATCH WESTINGHOUSE Where BIG things are happening for YOU!



3. EVERYTHING CUSTOMERS WANT!

... and everything you need to show-and-sell them! True Flush Mount without the slightest bulge in drape-line! Easier-to-operate Single Dial Control! Built-in Thermostat on all models for automatic comfort control! Air Circulation—with or without cooling! High-Efficiency Fiber Glass Filter cleans the air of dust, dirt, pollen! Beautiful Alpine Gray finish blends with every decor!

4 BUY-BACK PROTECTS YOU!

With the Westinghouse BUY-BACK PLAN you've got everything to gain and nothing to lose! All you have to do is SELL and PROFIT! Let the Westinghouse BUY-BACK PLAN help you make 1956 the biggest, most successful, most profitable year you've ever known in selling air conditioners. And remember . . . you enjoy DEALER PRICE PROTECTION to July 16th, 1956 . . . plus "buy-now-pay-later" terms!

PLACE AN EARLY-SEASON ORDER WITH YOUR WESTINGHOUSE DISTRIBUTOR TODAY... AND YOU'RE A CINCH TO GO PLACES!

Get Ready For 6 BIG RED LETTER DAYS IN A ROW!

MAY Monday, May 21 through Saturday, May 26 21 22 23 24 25 26

GO WEEK The mighty advertising push that kicks off your selling season of new 1956 Westinghouse Air Conditioners!

- Two successive big ads in Life Magazine!
- Announcement by Betty Furness on Westinghouse "Studio One!"
- Factory-paid Newspaper Ads in Major Markets!

NOW TURN THE PAGE FOR EVEN MORE BIG NEWS!



WESTINGHOUSE **ELECTRIC** DEHUMIDIFIER

Westinghouse throws unprecedented support back of America's fastestgrowing appliance!

Never before has any manufacturer put so much promotion power exclusively behind Electric Dehumidifiers. Westinghouse goes all out to help you cash-in on the tremendous potential of this booming, money-making market.

20,000,000 viewers of Wassinghouse STLIDIO ONE will

potential of this booming, money-making market.

20,000,000 viewers of Westinghouse STUDIO ONE will learn about Electric Dehumidifiers from TV's top sales-woman, Betty Furness. Not just once . . . but time and time again, they'il see actual demonstrations . . . hear straight talk about the unmatched features and superior advantages.

A continuing series of full-size, hard-hitting newspaper A continuing series of full-size, hard-hitting newspaper ads will tell your customers and prospects about the Westinghouse Electric Dehumidifiers. Striking illustrations and persuasive, to-the-point copy will hammer home the ease of ownership . . the low-cost and economy of operation . . the iron-clad 5-year guarantee. Of this campaign . . tie-in with the admats you'll get . . use the promotion pieces and mailers . . feature the display material in your windows and on the floor. on the floor.

STOPS DAMPNESS DAMAGE EVERYWHERE Completely Portable Plugs into any 115 Volt ac outlet For home, store and office WESTINGHOUSE

MODEL H-4AA eaked-on Desert Gray enamel finish

There's Big Money in commercial installations.

Stores . . . warehouses . . . laboratories . . . just about every business in town can use one or more Westinghouse Electric Dehumidifiers. Progressive dealers find that an overnight demonstration clinches a sale almost every time.



More and more homeowners and businessmen every where—are learning how much they really need the mency-saving features of electric dehumidification. And, they're coming to you—the local appliance dealer—presold and coming to you—the local appliance dealer—presold and ready to buy. Tell these prospects how the Westinghous Electric Dehumidifier was rated \$\frac{\psi}{2}\$ by an independent testing laboratory . . . how it lead all others in efficiency and economy . . actually proved most efficient of 16 leading makes to new for itself in againers. to pay for itself in savings.



NEW WESTINGHOUSE COOLERET

The first water cooler designed right and priced right for home use. Takes only about one square foot of floor space. . . fits flush with standard counter height. Sells at retail for as much as \$80 below conventional coolers. See your Westinghouse distribuventional coolers. See your Westing tor about the COOLERET now!



WATCH WESTINGHOUSE! WHERE BIG THINGS ARE HAPPENING FOR YOU

Westinghouse Electric Corporation, Electric Appliance Division, Springfield 2, Mass



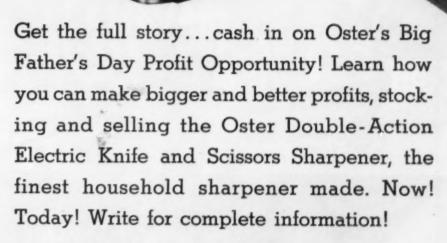
opportunity!

THE DOUBLE-ACTION ELECTRIC KNIFE AND SCISSORS SHARPENER

Here's real gift appeal beautifully styled, with overlapping grinding wheels that run at correct sharpening speed. Hollow grinds both sides of blade at once (even finest cutlery and all shapes and blade sizes). Automatically stops if excessive pressure is applied. Rugged one piece frame. Safe to operate.

OTHER FAMOUS OSTER ELECTRIC HOUSEWARES ALL LOADED WITH





REMEMBER . . . THERE'S ALWAYS SOMETHING NEW. SOMETHING BETTER COMING FROM OSTER.

John Oster MANUFACTURING COMPANY

Dept. G, 5047 N. Lydell Ave., Milwaukee 17, Wis., U. S. A.

manufacturers of Cummins Portable Tools

TIME...a great medium



APPLIANCES MAKE NEWS.

Whether you have the newest washerdryer combination a revolutionary tranyou've got news. And it's only good sense to fall your appliance news in the world's ton news hardion.

for appliance advertising





TIME attracts families who are looking for news and new ideas ... families with the money that goes with top education, outstanding business achievement ... busy families who need and appreciate the time TIME saves them every week of the year—as well as the timesaving efficiency of quality electrical appliances.

AND NEWS BELONGS IN TIME

TIME has a double value for appliance advertisers. It offers double readership in two million of the nation's best homes—man readership and wife readership. And TIME

families enjoy double the average U.S. income, which makes them top appliance customers. Earning more, they can and do spend more.

TIME-TO REACH 2,000,000 FAMILIES OF AMERICA'S BEST APPLIANCE CUSTOMERS

Mort Farr Says . . .

Step Up and Take Your Place in the Future



Mort Farr, Upper Darby, Pa., appliance-TV dealer

HERE will our TV and appliance business be ten years from now? There seems to be no doubt about the future of our business; it probably will double and redouble within the next decade. It is almost beyond our comprehension to grasp the volume our industry will be achieving by 1966. Probably 75 percent of the products we will be selling are not in existence now and the things we are now selling will be sold in quantities undreamed of today.

The leaders of our industry tell us that the electrical industry will expand more and have a greater growth and do more total volume in the next ten years than it has in the past 75.

Surely, this kind of future is something to get excited about and is a good reason for being in this business. However, if any dealer is in appliance-TV retailing just to make a living, then he is in the wrong business. The successful dealer of the future wants to do more than make a living. He is, must be, a man of vision and optimism. To achieve the unlimited volume predicted for the future will require ambition, drive, determination and know-how. In addition, no dealer can do it without a love of the game and boundless enthusiasm for it.

It is only a guess, but a conservative one, that we will sell over 1,000,000,000 appliances in the next ten years. Despite such a future it is reasonable to expect, from the trend now apparent, that we will have less manufacturers, fewer distributors and far less dealers than we now have. Why? Because many of us won't have the vision to plan ahead and to improve our methods of doing business to make the most of these opportunities. Planning ahead implies dissatisfaction with things as they are and a belief in progress. We must feel the need to keep well informed and forget business as usual. In fact we should learn to expect business as unusual. It may be unusually good for the next ten years, but that does not mean it will be so for everyone.

The greatest opportunity in history awaits the appliance dealer who will grasp change and turn it to his advantage. New developments are crowding on us so thick and fast and are accompanied by so many potential consequences to our business that the man who is not posted can wake up and find himself far behind his former place in our industry.

THE FUTURE BELONGS TO PLANNERS.

However, sales volume is not built by just adding salesmen or stepping up advertising or talking it up in your organization. It is a complex management job involving planning, organizing and controlling. A successful appliance dealer will have to learn more about a lot of subjects involved in his business.

It may be helpful if dealers will analyze their businesses and then find out where they can get

the education to overcome their weaknesses. First ask yourself if you were a customer why would you want to do business with your store? If you were an employee, how would you like to work for you? Take a thorough inventory of your business. Do you like the retail business? Do you study the methods of successful dealers or do you copy your competitor's weakness? Do you know the sources of help for your business problems or for advice on current operations? Do you keep up to date through trade papers, conventions, dealer meetings, visits with other progressive dealers and study? Is your store well

you know the sources of help for your business problems or for advice on current operations? Do you keep up to date through trade papers, conventions, dealer meetings, visits with other progressive dealers and study? Is your store well located for appliance business? Is the building adequate? Is your store attractive so as to give the appearance of being a reliable well patronized store? Do you have attractive window displays? Do you have too many lines? Do you have the best franchises that you can secure? Could you get more stock turns and larger volume with fewer lines? Do you have an advance sales plan? Do you prepare a budget? Do you know your break even point? How much man-power do you need? Are you satisfied with all of your present manpower? Do you have your own service department? Is it making customers for you? Are you keeping your old customers while making new ones? Does your bookkeeping and record keeping function so that you can get figures quickly when you need them? Are you satisfied with your meth-ods and source of installment financing? Have you analyzed the effectiveness of your advertising? Do you have a policy or better still a philosophy for your business? Do your em-ployees understand your philosophy? Finally have you analyzed your market potential for 1956, 1961 and 1966? If you have not set your goal on tremendously increasing your volume in the next decade chances are you won't be

NEEDED: DEALER EDUCATION. The best thinking in our industry has charted our goals and we must learn to achieve them. Our manufacturers have management schools, and courses for their executives and at least one has a policy that if you can't step up with the training then you may have to step out. The same is true for retailers. We must learn more about management. Most of us got into the

business either as salesmen or servicemen and few have had any training in management matters. I found when I attended NARDA's school of management last summer (which will be run again this year) that there is much to be learned from both schooling and from each other.

How are we to get an education in management? The first thing we need to do is expand and up-grade our sales force. We need dynamic hiring and training programs to attract more and better men. This can best be done by industry cooperation. In Atlanta and Philadelphia the local utilities have initiated a sales training program that should upgrade our present men. What we need is a continuous program that gives these men the information they need to go out each day and plan their work, rather than the occasional, inspirational sales rally whose effects wear off after a few days.

Some manufacturers have now instituted sales training programs to acquaint dealers' salesmen with their products, but here is one of our greatest weaknesses. I have been in dealers' stores where the men were just learning a line about the time that the new one was introduced. I think if manufacturers and distributors took the money now spent for trips and entertainment and used these funds for sales and management clinics it would go a long way toward educating their dealers on how to do business at a profit.

These trips not only cost money, but also they take our best dealers and our best salesmen out of their stores for periods of time that could be productive. A better type of trip would be one that brought dealers together to learn how to be better dealers and to teach each other. Their vacations should be real vacations—entirely free of contact with the industry—and when dealers are properly trained they will be able to afford vacations at the proper season.

proper season.

NARDA is going to sponsor another Institute of Management for appliance and TV dealers at the American University, Washington, D. C., August 12 to August 18. The enrollment is limited to 100 owners or top executives. To date over 70 members have sent in checks reserving a place, but there is still room for a few progressive dealers who want to learn to

Our business holds so much opportunity, so much romance and so much satisfaction that it is well worth the challenge it holds. There are big things ahead in appliance retailing. Learn to take your proper place in it.



PENN oven control always delivers the temperature the recipe requires!

Ask any housewife. She'll tell you that accurate oven temperatures can mean the difference between success and failure in baking cakes, pies and other oven foods. And, that's why the Penn thermostat belongs in your range sales story.

The Penn oven thermostat responds faster to dial settings, with minimum over-run and under-run of the desired temperature. Most important, this Penn gas thermostat always

holds the oven heat true to the dial setting.

To your prospect, this means oven temperatures will be exactly as required by the recipe—every time. To you, it means a powerful "clincher" to your sales story. If the gas ranges you sell aren't equipped with Penn oven thermostats, ask the range manufacturer—he can get them for you. And, remember, Penn oven thermostats cost no more!

PENN CONTROLS, INC. Goshen, Indiana

AUTOMATIC CONTROLS FOR HEATING, REFRIGERATION, AIR CONDITIONING, GAS APPLIANCES, PUMPS, AIR COMPRESSORS, ENGINES,

THE SHORTAGE OF SCIENTISTS AND ENGINEERS:

How Critical Is It?

The United States is running into a serious shortage of scientists and engineers. There is no novelty in this observation. It has often been made in the last few years. And there has been mounting alarm about what this shortage may mean for both our national security and our prosperity.

There would be great novelty, however, if general agreement were attained on such important matters as the size of the shortage, the extent of the damage it threatens to inflict, and the best ways to eliminate it. The purpose of these editorials is not to provide this novelty, but to ventilate some of the key aspects of the shortage of scientists and engineers.

This first editorial in the series is designed to throw light on the over-all dimensions of the shortage. Others to follow will be addressed to such questions as:

- How serious is the threat to our economic well-being and to our national security?
- What needs to be done to prevent the shortage from becoming critical?

Rise Has Been Rapid

The problem is *not* that we have been producing a small number of engineers and scientists. Indeed, the number has risen sharply. We now have a working force of more than 600,000 engineers, over twice as many as the 286,000 there were in 1940. And we have about 250,000 scientists (chemists, physicists, biologists, geol-

ogists, mathematicians, etc.), compared to only 92,000 in 1940. About one in 148 persons in the labor force of 1940 was a scientist or engineer; today the ratio is about one in every 80.

In research and development work, where highly creative scientific minds are required, there has been fully as rapid a rise in employment of scientists and engineers. Fewer than 90,000 were employed in research and development fifteen years ago; the total now exceeds 200,000.

-But Not Rapid Enough

Despite this rapid increase in the number of scientists and engineers—at a rate much faster than the increase in the labor force as a whole—the needs of industry, government and education for technically trained people have risen even more sharply.

The principal reason for this mounting demand is the prodigious growth of research in the last 15 years. From a total of only about \$900 million spent on all types of research in 1941, the annual expenditure rose to over \$5 billion by 1953 (the latest estimate available). Over two-thirds of the research is done by private industry, mostly to develop new and better products and to find new and better methods of production. Most of the rest is performed by the government, largely to develop improved and inevitably more complex scientific weapons.

One aircraft company has found from its own experience that it required 17,000 engineering manhours to develop a typical fighter plane in 1940. The requirement is now about 1.4 million engineering manhours. Development of the typical fighter plane of 1960 will require well over 2 million engineering manhours.

In this dramatic example, the need for engineering services for a basic piece of military equipment soared 80 times in 15 years. It is an indication of why the demand for more and more technically trained men and women has outstripped even the imposing increase in scientific and engineering manpower of the last decade and a half.

Size of the Gap

Exactly how great the gap is between the available supply of scientists and engineers and the number required, it is impossible to say. In some instances technical talent undoubtedly could be better used than it is now. And part of the shortage might "disappear" if higher salaries had to be paid. (These questions will be discussed in later editorials.) But informed estimates of the approximate size of the gap can be given.

- According to the best available information, from estimates by the Engineers' Joint Council and the U.S. Bureau of Labor Statistics, the minimum need for engineers from graduating classes is 40,000 each year for the next ten years. Last year we graduated only 23,000 engineers, just about enough to cover replacement needs without allowing for any expansion of the number of active engineers. Projections made by the U. S. Office of Education indicate that we shall probably not have a class of 40,000-the current annual requirement
- · According to Dr. Howard Meverhoff, executive director of the Scientific Manpower Commission, there is now a shortage of about 20,000 scientists. Last year the number of doctoral degrees in the natural sciences, almost a prerequisite for research work, was only 5,000. Dr. Meyerhoff estimates that the shortage of scientists will rise another 30,000 by 1960.

More Needed As Teachers

Not all of the graduates with scientific and engineering training, furthermore, will work as scientists and engineers-that is, by performing research and giving it practical application. Such training is now necessary in many sales and management positions. And more of our technically trained men and women must remain in educational institutions as teachers if the quality of engineering and scientific education is to be maintained. A survey in 1954-55 by the National Education Association showed that, out of 277 universities, state colleges and large private colleges, nearly one-third already had unfilled vacancies in engineering and threefourths had vacancies in physical sciences.

The dimensions of the shortage of scientists and engineers can be summarized as follows: Despite a substantial rise in the trained manpower available, the needs of industry, the government and education have risen still faster. The best information indicates that, on the basis of current and anticipated needs, our recent yearly rates of production of slightly over 20,000 engineers and about 5,000 PhD's in natural sciences could be doubled without closing the gap entirely.

The disturbing implications of this shortage for our national security and our prosperity and some practical suggestions for eliminating it will be the subjects of subsequent editorials in this series.

T his is one of a series of editorials prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nationwide developments of particular concern to the business and professional community served by our industrial and technical publications.

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Donald CMcGran

PRESIDENT

McGRAW-HILL PUBLISHING COMPANY, INC.

"... one of the best plans"

says JOHN P. STEWART, JR., Executive Vice-President, Southwest Radio & Equipment Co., Philo distributor, Oklahoma City, Oklahoma.

"We feel a dealer must have adequate financing for both his wholesale and retail paper. In our opinion, COMMERCIAL CREDIT is one of the best plans for this type of financing. That's why we've been recommending it to our dealers for 17 years. Their rate is very competitive. They render an excellent checking service. They keep the dealer informed as to the status of his customers' accounts. Their up-to-date records help the dealer keep his records on a current basis."

Commercial Credit dealers are <u>successful</u> dealers

Write or call our nearest office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it today?



COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$190,000,000 . . . offices in principal cities of the United States and Canada.

n answer to cut-price radio selling?

- In a rough, wheel-and-deal market you may have to cut prices to sell any radios at all. It's what you do in addition that creates volume and profit
- One way is to treat radios like traffic appliances, to display them well, advertise them continually, sell them hard, service them quickly, and put tight controls on purchases and costs
- It's worked well enough for dealer Tom Fischer of Northport, Long Island, N. Y., to sell over 1,500 sets a year and make a profit

By JOHN A. RICHARDS

continued on next page



mass display

Big board at Fischer's holds enough radios to offer complete range of variety in design, price and purpose. It helps Fischer (back to camera) to "get customers to come in; give 'em what they want; get 'em to come back."

an answer to cut-price radio selling?

THREE and a half years of grappling with the competitive rigors of the greater metropolitan New York market has yielded Tom Fischer, East Northport, Long Island, N. Y. dealer a formula for selling radios.

For one thing, he classifies and handles them like housewares, products ticketed under \$100. For another, he shoots for volume and more volume, straining to get, as he puts it, ". . . as much daylight between my cost and my selling price" as is possible.

His success at volume selling is unquestioned. Last year he sold 1,500 radios. That represented a 30 percent increase over his '54 business, which in turn was a 200 percent jump over what he did in '53.

All radio activity that preceded 1953 was dwarfed by what came after, for 1952 was Fischer's transitional year. It was then that he began carving out his formula for trafficking in radios.

His formula is based on the assumption that price is important, but is not everything.

As a merchandising attack it means: (1) selling at a competitive price tailored to his area's "price pattern"; (2) dovetailing striking displays and in-store selling into a one-two assault on customer traffic; (3) long-range advertising and promotions to saturate the public with his name and his product offerings, and to build steady store traffic; (4) offering prompt, efficient service to promote goodwill; and (5) airtight records to keep a tight check on inventories and invoices and to oversee income.

Stocky, 35-year-old Tom Fischer furnishes the drive to make his formula work. Many a week he puts in 72 hours, turning the key in his front door at 9 am and locking up at 9 pm, six days a week. He operates on the theory that if you jog your market enough and stay open enough

(Text continued on page 72)





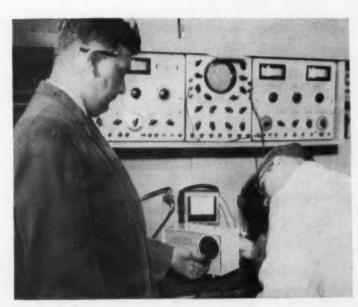
inventory

Fischer's buying is important; he buys in large lots, but only what he can sell. Ample stocks are maintained close to sales floor so delays or shortages won't kill a sale.



radio ads

"Nothing can take the place of a sound, consistent advertising program," says Fischer. He supplements ads with mailings to a list of 20,000 prospects.



service

Sets offered for repair are usually returned in 24 hours and even simple but complete service records are designed for speedy routing.



controls

A master file is the center of all records. Fischer quickly can put a finger on any item relating to the cost of doing business.

an answer to cut-price radio selling? continued

the law of averages will bring in the business. In addition, he is completely absorbed in selling successfully in what he regards as a "fascinating business."

Realistic Approach

To sell successfully he sells realistically. The pattern of his business growth kept him from stagnating in a changing market.

For five years after he started in business in a humble railroad siding shack 13 years ago, Fischer's mainstay was service. In 1948 he climbed aboard the TV bandwagon. By 1950 he expanded into major appliances, operating a showroom at one location, service at another, his warehouse at a third.

He tightened this sprawling activity in 1952 by building his own one-story building with a 40-foot front and 70-foot depth. The full basement he turned over to service.

That year a distributor's representative convinced him he should try his hand at traffic appliance selling. Fischer went him one step better, took on radio, and sold it as a traffic item, promoting it hard and consistently. For easy access, he made room for sets in the basement while keeping his majors in a separate warehouse.

Meanwhile population in his trading area went skyrocketing. In the five years from 1950 to 1955, Suffolk county's population was to increase by 63 percent. Neighboring Nassau county, into which Fischer dips for customers, matched that gain.

This automatically increased Fischer's activity, widened his market. Whereas formerly he sold to the native population within a 10-mile radius, his new building provided the operational freedom with which he could gun for the business within a 25-mile radius. He stepped up his advertising and promotions, including that on radio, improved his over-all showroom outlook and displays. He began displaying some 50 radio models on two shelf tiers along a 30-foot side-wall.

Area Patterns

Fischer recalls that prior to 1952 area patterns in selling in East Northport suffered, but not excessively, from price pressures. Any discounting was on a "percentage-off-list" basis. By mid-'53 the volume sellers forced a new pattern on the greater metropolitan New York market—"percentage-over-cost." A year ago that gave way to a new pattern—"dollars-over-cost."

Breaking into radio late, Fischer himself is unencumbered by traditional and historic concepts. He is a realist about his radio selling. The area price pattern is set. He pays his bills in dollars, sells in dollars. His traffic in radios must therefore yield a return in dollars.

Since he must settle for minimum average "take" on radios or sacrifice sales to bigvolume operators, he prefers many sales at low profits to few sales at larger profits—even if it means adding his profits together

dollar by dollar, instead of by five-dollar and ten-dollar bills.

Volume Sales From Mass Display

In a very early stab at radio selling Fischer pushed them door-to-door. By 1953, however, volume competitors forced him to abandon that and switch to mass selling.

Customers responding to his ads after that walked in on a display of radios lining a 30-foot wall, stacked two shelves high.

Part of these shelves accommodated traffic appliances, however, and this past March Fischer decided to give radios more prominence.

He ripped out the existing shelves, installed a floor-to-ceiling, rose beige pegboard stretching back about 20 feet. Now he displays 90 radios—including models by RCA Victor, Motorola, G-E, and Westinghouse—in an attractive 8-foot-high expanse reaching to the ceiling. A future expansion will make room for additional models.

Customers are stopped by the sheer number of colorful new radio models lining shelf after shelf. Fischer and his two salesmen are happy at the hit their "big radio board" has made, hope to intensify radio activity.

The approach has been to sell to customers' fancy in radios, step-up sales where possible, but always cash in on impulse buying habits, even to pushing dollar-downand-dollar-a-week sales. Goal: repeated exposure to radios and other merchandise.

Records Police Costs

Fischer is a big buyer and a sharp buyer. Some products he buys in carload lots; radios he buys in 50-unit lots. He never buys specials for their own sake. He watches his stocks like a customs inspector, not overloading, not trafficking in slow movers. When he buys it's month-by-month.

"That way," he maintains, "I can watch for a softening of the market and can cashin on specials. My records are my right hand. I know by the day, week, month, or quarter exactly how much it costs me to do business. In a matter of minutes I can equate the day's returns against my running costs. If a supplier has a special, I can tell in a minute if I should grab it."

Fischer's records police his costs and enable him to make critical judgments.

Everything starts with a master file, in which individual cards show a complete dossier on a customer—transactions, money due, credit rating, service calls, etc. From here branch files can search out fuller details about any particular transaction.

Other records are either precautionary or directly aid Fischer in making decisions:

 A delivery sheet keeps track of all deliveries which are not seen in the store, guards against accidental or pilferage losses.

 A small card index inventory file has an entry for every product in the store at all times, whether the item is in the showroom or in stock.

· Another inventory ledger shows this

dealer exactly what is in inventory, helps him decide when to commit himself to a special offer without overloading.

Last year, Fischer estimates, close auditing of his books detected \$6,000 to \$7,000 in invoices that were incorrect.

Such tight control of costs is what allows him to shave his prices to conform to his area's price pattern. Even so, he will turn a tidy profit in radios this year. Gross will hit something like \$50,000, with the bulk of his sales in the \$20-\$30 price range—if he "traffics" the 2,200 goal he is aiming for.

Consistent Ads Promote Volume

In a year, Fischer runs over 100,000 lines, equal to about 100 pages in Newsday, Long Island's biggest daily newspaper. He takes full advantage of co-op advertising, but never lets his ad budget run away from returns. Every quarter he equates his ad expenditures with his returns, sees to it that profits move in a consistent upward spiral. Otherwise he revamps his program.

"Consistency counts," Fischer says. A temporary setback, such as he sustained when a recent freak snowstorm killed expected store traffic from an ad, should not sour a whole program, he feels. "I take stock quarterly to assess results."

Most ads contain a section on radio copy. At portable time, graduation, in the fall and at Christmas, radio dominates ad copy.

On these same special occasions Fischer sends out standard and oversize postcards to a 20,000 direct mail list, pushing portables and clocks. In the second half of the year he does considerable sponsoring of a 15-minute radio program over the local Huntington station, WGSM.

Service For Long-Range Goodwill

No longer the dominant volume producer, service is still the foundation for sales at Fischer's.

Two benchmen and five outside men carry a heavy work load. About one-third of total service is radio service, and the firm's reputation for efficient and prompt work goes back 13 years. A simple but effective system checks sets in and out. A check-in one day is delivered the next.

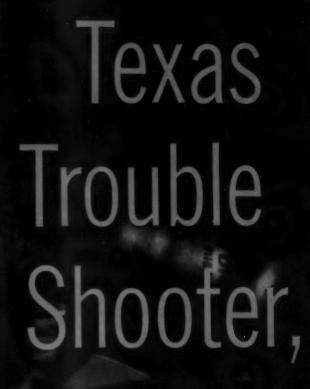
There is no quibbling over courtesy service chores, or on call-back requests.

"We want satisfied customers," Fischer says. "We want them to put their faith in us today, tomorrow and next year. The day will come when they'll be in the market for a new radio, TV set or major appliance. Then we don't want them just to think of us. We want them to come buy from us."

Everything fits together in Fischer's operation to give him a complete competitive program. "Service, flexibility and mass display, maneuverability in advertising, small courtesies, easy financing, and competitive prices," Fischer says, "are all extras hard for big operators to match. That's our formula."

End

THIS MAN IS GRADY REID, A



ONE OF THREE WHO WORK

FOR MAYTAG SOUTHWESTERN

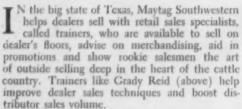
HE SPENDS ALL HIS TIME WITH DEALERS, A WEEK WITH EACH

HE DOESN'T SELL ANYTHING
HERE'S WHAT HE DOES DO.....

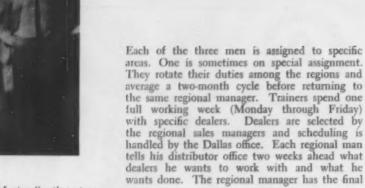
BY N. BLEECKER GREEN

Texas Trouble Shooter

CONTINUED



Maytag Southwestern, headquartered in Dallas, has three trainers who work with 16 regional sales managers covering the entire state of Texas.



Service Free to Dealers

The retail sales specialists handle promotion, advertising, selling, sales and product training. They conduct group and individual meetings. Each of the three men is on a salary-plus-expense basis, with Maytag Southwestern footing the bill. It costs the dealer nothing.

The Dallas distributor receives several benefits from the program. In addition to getting better trained dealers and dealer personnel, the

retail sales specialists are being groomed for future spots as regional sales managers. Only men with retail sales experience in the appliance field are chosen for the training spots. Once they know their job, they are ready to move into any open position in wholesale selling for the Dallas distributor in the state of Texas. Ten of the present sixteen regional managers have come up through the trainer program. It has benefitted both the dealer and the distributor.

In this article Electrical Merchandising

focused its cameras on trainer Grady Reid and regional manager Carl Shafer to show how they helped dealer Frank Heath of Amarillo improve the operation of his four stores.

When you cover an area (27 counties), like the Panhandle in northern Texas as wholesale salesman Shafer does, help is more than welcome. Shafer travels some 90,000 miles a year, needs a new car every 18 to 20 months. Trainer Grady Reid helps him give more personal attention in fulfilling his distributor responsibility to the deal-ers in the area covered. Dealers both like and appreciate this help.



AT THE START of Grady Reid's full working week with dealer Frank Heath (right) of Amarillo, Texas, both he and his boss, regional manager Carl Shafer (left), confer to see that all phases of training will be effectively covered.



PRODUCT training is part of the job Reid does. Here at Heath's he goes over product changes, brings up misunderstood or seldom used features.

Training Is Reid's Big Job

Sales training is the primary func-on of the trainer program. "The Sales training is the primary runc-tion of the trainer program. "The greatest weakness we have today is re-tail salesmanship," comments Walter Rogers, president of Maytag South-western. But Rogers does more than just talk about it. He helps his dealers improve salesmanship at the cetail level. And the trainer program retail level. And the trainer program has helped do just this.

After the trainer has consulted with both the dealer and his regional sales manager, he offers both group and individual instructions. Sales personnel are checked on thorough product knowledge. Groups are shown proper sales pitches, given closing techniques and shown competitive advantages of the Maytag line. Some-times salesmen give their pitch back to the group. Often they work in-dividually with trainers like Reid to correct weak spots. Slow closers are pepped up. Rookie salesmen are taken

out into the field and shown that not all sales are found or closed in the

These retail sales specialists know their business. Grady Reid worked as a crack dealer salesman in central Texas before joining Maytag South-western. Others have similar retail background. Dealers welcome the help and training. It is personalized attention by one wide-awake distributor to his dealers.



SALES training is often individual. Here Reid listens to a young salesman's efforts to sell a wringer washer, afterwards will review his techniques.



FOLLOWUP calls are encouraged and when Reid gets a salesman to make one he goes with him, proves how such post-sale visits can be profitable ones.



CRITIQUE after an outside sales call takes place over car fender. Reid explains how to qualify a prospect, chase leads, use time productively.

MORE



Texas
Trouble
Shooter
CONTINUED

Reid Offers Help on Service, Display, Inventory

The Dallas distributor program includes more than sales training alone, it attempts to strengthen the complete dealer program, smooth out rough points and create a well synchronized retail operation. This means good in-store display, coordinated windows, balanced lines and stocking, plus efficient, prompt service. Reid even checks a dealer's warehouse inventory, as shown in the opening picture in this article.

Trainer Reid checks through all these items during his week's work in the dealer's store and trading area. He is a consultant on retail problems with a ready eye and car for merchandising headaches.



SERVICE SHOP at Heath's gets close attention from trainer Reid. He looks for product quirks or maintenance problems which might be troubling the dealer.



COOKING SCHOOL staged by dealer Heath got not only Reid's help but also that of his boss, regional manager Shafer, and Maytag Southwestern's promotion manager. All met with salesman Eidon Lewis in empty auditorium to work out plans.

Reid Assists With Promotions

There is no set routine in the trainer program. The rule is flexibility. It takes into consideration special events, fairs, promotions and local conditions. The retail sales specialist adapts to the dealer's individual problems and to the parallel problems of his regional sales manager.

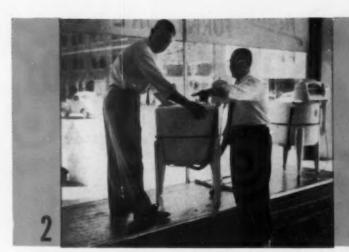
During Reid's week in Amarillo, Heath Furniture cooperated in a cooking school demonstration sponsored by a local food chain. Both trainer Reid and his regional sales manager helped set up the ranges for the event. They obtained the use of Maytag Southwestern's promotion man as master of ceremonies. They helped coordinate retail advertising, secured product literature and answered questions of local housewives after the close of the two afternoon and evening shows. And it did not stop there. Trainer Reid worked over the prospect cards secured during the promotion and helped smooth the way for efficient follow ups.



AFTER SHOW was over Reid and salesman Lewis checked prospect cards obtained. After cards were assigned to salesmen Reid checked to see how efficiently they were followed up.



KNOWLEDGE of products make both Reid and Shafer more than helpful when it came to setting up appliances.



DISPLAYS must back up promotion and advertising and Reid tries to help dealers make sure they do. Wringer washers sell well in Texas—hence prominent space.



ADVERTISING is checked by Grady Reid each night and morning in his hotel room. He looks to see if advertisements have been coordinated with display, stock and selling methods of dealer he is currently working with.



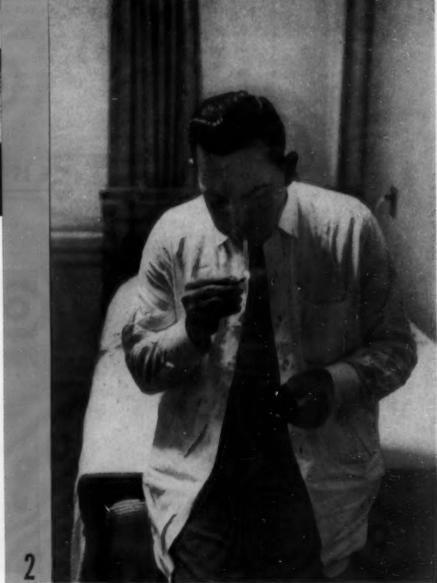
REID'S DAY doesn't end when he leaves the dealer's store. He's away for weeks at a time, returns to his hotel room nights to write lengthy reports.

Trouble Shooter Reid Is a Professional

Trainer Grady Reid puts in a lot of time and travel in doing his job. Texas is a big state—even for Texans. Training takes him from small towns with only 200 people to cities like Dallas with over 700,000. Reid moves across both north central and western Texas and travels some 30,000 miles a year. From Delhart to Laredo; Dallas to the Panhandle. It's a tough, long-hour job, but retail sale specialist Reid knows his business. He's a real pro in retail selling.

When a regional sales manager spot opens up with Maytag Southwestern, Reid will be well trained to step in and take over. He will know the dealers' explains the step in and take over.

When a regional sales manager spot opens up with Maytag Southwestern, Reid will be well trained to step in and take over. He will know the dealers' problems from his own days as a dealer salesman. He will have seen the total dealer picture from service to management in his trainee period. He knows the importance of follow ups by practicing this with his past contacts during the year. When he becomes a regional manager he will be a true consultant in the total merchandising picture.



WHAT NEXT? Finished with his final report on Heath's, Reid lights up before a phone call to his wife, bed, and an early start to Lubbock where he'll spend week with another dealer.

End

Is Their TV Service Too

Truett Kimzey TV Co. of Fort Worth makes service customers pay cash and charges for callbacks after 48 hours. It makes servicemen wear uniforms, won't let them bird dog leads, and gives them snappy trucks with two-way radio. Moreover, the company maintains elaborate customer files and is on call 24 hours a day. It sounds too efficient to be profitable. But . . .

"TV by TK" is a slogan well-respected by a good many TV set owners in Fort Worth, Texas.

Truett Kimzey Television Co. has for many years done an outstanding sales job based on service and understanding between the firm and its customers.

"When television first came on the market, dealers held the upper hand. Now it is a buyers' market," says Robert Crouse, general manager, "and a good dealer stimulates sales by doing his best to assure customer confidence in the firm through expert service.

"We have what I consider an outstanding service department, one that is thoroughly professional in work and appearance and tries to respect a customer's desire for speedy, first class work," he adds.

The firm does a \$275,000 yearly gross, about equally divided between sales and service. Surprisingly, as far as sales are concerned, it is attained in an out-of-the-beaten-

path location, a tribute to Kimzey's fine reputation. The store repairs all makes of sets, but sells only RCA, Magnavox and Emerson.

To assure this top-notch service, Kimzey has four trucks in operation, each equipped with two-way radios and in constant contact with the store's dispatch desk. Service is fast and the firm stands behind its work. Night repairs are handled through an answering service which relays calls to the one truck working at night. In addition to the four servicemen who drive trucks, two are employed in the store for repair work there.

System Reduces "Free" Calls

A unique system that Kimzey employs has helped the firm trim expenses and unnecessary free calls that often delay repair work on sets more in need of attention.

"Frequently, three or four days after a set

TK's SERVICE IS A PRECISION OPERATION



DISPATCHER at Truett Kimzey records calls for service on pad at left, checks location of service trucks from log in front of her and radios call to the one which can answer the call the quickest.



UNIFORMED serviceman picks up the radio call in his truck and arrives at the customer's home ready to service the troublesome TV set. Before he goes in, though, he tells the dispatcher he has arrived.

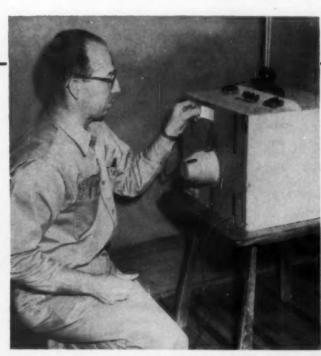
Efficient?

By FRED A. GREENE

had been repaired a customer would call us to complain that their set hadn't been working right since the serviceman came out. Often," says Crouse, "the new ailment had nothing to do with what the serviceman did or didn't do, but these people seemed to think otherwise and consequently insisted we fix the set free of charge."

To cut down on this abuse, each serviceman, after a set has been repaired, hands the customer a card which states that the set has been repaired and installed by able technicians. It requests the customer try the set; if minor adjustments are needed, the serviceman will attend to it there. It also states that any needed adjustment must be reported within 48 hours after the set is returned or there will be a charge.

Although customers are asked to sign the card, servicemen do not press the point. The main purpose is to get people to read them (Continued on page 100)



HIS JOB done, the serviceman puts a sticker on the back of the set giving the Truett Kimzey telephone number and the date the set was serviced. He may also put a similar sticker on the telephone.



BEFORE he leaves, the customer is requested to read and sign a card stating that the set is operating satisfactorily, and that unless she calls within 48 hours to report continuing trouble she will be charged for service.



EFFICIENCY policy is carried into the shop itself—which is often visited by customers. The shop is kept neat at all times and servicemen are not permitted to leave their equipment strewn about the room.



REPEAT business is sought by frequent file checks. If a customer has not had service for six months a call is made to see if the set is functioning properly and if the customer was satisfied on the previous visit,

New Automatic Washers for Old

The Appliance District Store of El Paso, Texas, capitalizes on consumer dissatisfaction with old automatics by sending salesmen on service calls. Result: 65% of such calls make sales

T. PEDERSON, who owns and operates The Appliance District Store, El Paso, Texas, derives 75 percent of his dollar volume from washer sales.

With a modest, downtown location, with two outside commission salesmen, one salaried floor salesman, and two servicemen, Pederson does an annual volume exceeding \$225,000 and obtains a net profit higher than the national average.

"Sure, I concentrate on washers," he says. "So it's no accident that 75 percent of my volume comes from that source. And the reason I do so is because I know the washer business. I don't do nearly as well with other appliances because I'm not as well acquainted with them

"Knowing the washer business," he claims, "involves a lot more than product knowledge of a current model. To be well versed enough to conduct a business successfully, I contend, the operator should know the history of the washer industry."

For example, a prospect comes in to get briefed on a current model. Right away, Pederson wants to know what washer she is now using. And right away, he tells her exactly which features she likes and which ones she doesn't.

This instills confidence in the shopper and in today's market every one that drops in is a shopper, more of a suspect than a prospect.

"It's the salesperson who can stop these shoppers who gets the sale and a big percentage have to be stopped in order to hold the sales volume."

Dissatisfaction Makes Easy Sales

The vast majority of shoppers have at one time owned the old conventional wringer type washer, and have since stepped up to an automatic. Many of them, says Pederson, are dissatisfied, "so unhappy with the automatic they now own that fully 90 percent would not even consider that make for their second automatic." (Pederson currently han-

dles Whirlpool, Kelvinator, Bendix, Maytag, and Norge.)

To this he adds the statement that "the washer business has grown up. Every major manufacturer is currently spending small fortunes to pre-sell their line for their local dealers."

So combine the manufacturers' pre-selling angle with his feeling that 90 percent of users will not buy the same make the second time, and the picture is not the same as it was, say, just these wears are

just three years ago.
"Service," Pederson declares, "is the backbone of our operation. This is our best means
of keeping in touch with unhappy users. Or
should I say keeping them in touch with us?"

This keeping-in-touch results in many washer sales that would not materialize other-

For example, a call comes in from a service customer. When that job ticket is handed to one of the servicemen, in all likelihood, he will know this service customer's case history. So he says to Pederson, "There's a good prospect for a new washer sale."

How does he know?

- 1. He knows the customer personally from previous service calls.
- He knows the customer's washing problems, for he has discussed them with her.
- He knows the customer's reason for buying that washer.
- He knows every complaint the customer has against her present washer.
- 5. He knows what make the customer has a preference for.

With that thorough information what dealer or salesman would hesitate to follow the lead?

Pederson has the serviceman load up a new washer and take a salesman along with him. And instead of taking his tools into the customer's home the serviceman takes the salesman.

In introducing the salesman, he explains to the customer, who has told him previously how disgusted she is with her automatic, that she is having just too much trouble with her washer, and he has brought a salesman along who wants to leave a new washer with her to try out for a few days. Never is there any objection to this. The salesman is along because 65 percent of the time the sale is made then and there. And the salesman is there to take care of appraising the value of the trade-in, and write up the new contract.

"In this fast day and age, every salesman has to be his own appraiser and closer, or he doesn't register," says Pederson.

On all sales a demonstrator follows up, but there is no demonstration performed until the sale has been made.

From Satisfaction, New Leads

The demonstrator ferrets out leads from her assignment and from the new customer's neighbors. Faye Maxwell, the demonstrator, complains of an occupational hazard connected with her job. She has developed a coffee stomach. When she calls to put on the demonstration, her hostess has just put on the coffee. And, over cups of coffee, the gossip flows. Ne ghbors usually drop by and Faye has an audience amongst newly made friends.

"It's not unusual for Mrs. Maxwell to depart with one or two qualified prospects to hand us," says Pederson.

So well does Pederson know this washer business that he has less than one-half of one percent repossessions.

"We accept Pete's paper straight across the board," says John B. Seargeant, branch manager, Redisco. "In all our dealings we have yet to turn down a single one of Pete's contracts. "That's the confidence we have in Pete, and his business ability."



¶ When an automatic washer service call comes in the serviceman briefs a salesman (center) and owner Pederson (right) on the service history, points out that the customer could use a new machine.



2 On his service call the serviceman takes the salesman with him. The latter explains that he has a new washer on the truck for the prospect to try, appraises the old one for its trade-in value.

How Pederson Goes After Replacement Sales



4 In every case a post-sale visit is made by the store's demonstrator (right) who visits with the housewife (and, often, her neighbors) over coffee and obtains the names of other likely washer prospects.



3 Sixty-five percent of the time it isn't necessary to make the free trial because the deal is closed on the spot. The new washer is installed and the old one loaded on the truck to go back to the store.



5 The demonstrator makes certain that the customer won't have any of the complaints about her new washer that made it easy for the store to persuade her to trade in the old one. She gets a thorough demonstration.

TV CHECKUPS FORESTALL COMPLAINTS

Twice a year Ellis Home Appliances of Tulsa, Okla., offers TV checkups for \$4.95—a policy that cuts down emergency service calls and builds good will and sales



POSTCARDS like this are mailed out in fall and spring to both service customers and TV purchasers.



SERVICE SHOP at Ellis Home Appliances does annual volume of \$60,000, employs six people, offers six-call service policies for \$30 on old sets, \$25 on newly purchased receivers.



OUTSIDE SERVICEMEN make fall and spring check-ups for \$4.95 for those customers who respond to Ellis Home Appliances' mailings and newspaper advertising.

N Tulsa, Oklahoma, Ellis Home Appliances (with two stores, at 15th and Peoria and at 57 N. Lewis) offers a spring and fall television checkup. The idea is to catch weak spots before they develop into full blown troubles. It is simply another way to keep customers happy, bring them back and get speedy referrals. It also cuts down the hectic trouble calls of "But I want it fixed right now."

Ellis offers its checkup service for a flat rate of \$4.95 (a \$12.50 value). For this fee, a serviceman performs seven functions. He (1) cleans picture tube, (2) inspects all tubes, (3) cleans safety glass, (4) adjusts set and tuning, (5) inspects antenna connections, (6) adjusts ion trap for proper setting and (7) replaces burned out indicator lamps. All work is performed in the home and replacement parts or tubes are naturally extra.

To promote the checkup offer, Ellis mails out postcards each spring and fall to his list of TV customers. These include those on his service shop records and customers who bought sets through the two Tulsa stores, (Ellis has two additional stores in Wichita). The use of newspaper ad space is also used regularly on the television schedule page.

Some three to four calls are averaged each day during the time of

offer. The program works well with the regular service operations. All of Ellis' three TV service trucks are equipped with two-way radio and are dispatched by a woman in the service shop office. Before leaving one address (after job is completed), service men check back to the shop on the radio. By doing this trucks are kept within a localized area and driving time and distance traveled is cut to a minimum.

But the Tulsa dealer, who does some \$60,000 a year on service, works other angles. He is offering a guaranteed money-back service policy for \$30. No time limit is set on this, but with six calls per policy, it works out to \$5 per call. (They figure each set averages 5 to 6 calls a year.) On new sets, Ellis will price the service policy at \$25. His idea—"It adds to the

Ellis is one dealer who looks to the long range picture. He suggests that customers have their sets checked just before the warranty runs out. Some irate folks have had to pay just after it expired, so this suggestion helps alleviate such problems. The checking and suggestions of the Oklahoma dealer are all designed to keep his customers happy and contented with the sets they have. It's a sound way to build customer goodwill and referrals.

The furniture and housewares products grouped around sales manager Harold Wright of Conaty's, Brighton, Mass., account for 15% of the store's volume. That's why this dealer says . . .

Sidelines



ARE THE FROSTING ON THEIR CAKE

By TED WEBER, Jr.

ONATY'S in Brighton, Mass., has been Cin business for over 20 years and has always carried some non-appliance lines.

In that period some of these lines have been dropped, others added. Today the store is known primarily as one of metropolitan Boston's more aggressive (and successful) independent appliance houses. Sales of white goods and television account for about 85 percent of the firm's volume, which is approaching the half-million mark.

But while maintaining its basic character as an appliance store, Conaty's today carries more sidelines than ever before. The sidewalk shopper or store visitor is quick to notice displays of furniture, lamps, electric and nonelectric housewares and lamp bulbs mixed in with appliances and TV.

This increasing emphasis on non-appliance lines is no accident. In fact, chances are good that Conaty's furniture business will be

stepped up in the future if additional store space can be obtained.

Why all this attention to non-appliance lines? Sales manager Harold Wright points out that there are several good reasons.

First, there is a noticeable trend today to one-stop shopping. Supermarkets have capitalized on it with displays of non-food items. It is one of the underlying theories behind the development of shopping centers.

That's one reason for carrying non-appliance lines. But it's only part of the basic reason for carrying such merchandise. Wright sums it up this way: "The sidelines mean more traffic and more volume.'

Obviously the decision to carry sidelines is not quite as simple as all that. On the following pages some of the advantages and disadvantages of each of the lines carried at Conaty's are explained. But the basic reason for diversifying is about as simple as Wright makes it-they produce more traffic and more

Actually, while the sidelines do produce some additional traffic for Conaty's, their biggest advantage is in capitalizing on the heavy store traffic which the store already enjoys. A steady stream of customers visit the store each day to make payments on budget accounts (which are encouraged) or to pay util-

This is done in a number of ways. There are a number of sheer impulse items (batteries, bulbs, polish, etc.,) which appeal to a wide variety of customers on a number of occasions during the year. There are somewhat more expensive items like electric housewares which may be purchased for personal use or for gifts. And finally there are the big ticket furniture lines which are not purchased as frequently as the smaller items but which return a good volume and profit.

MORE I





EXTRA LINES enable the store to capitalize on heavy traffic created by its acting as a pay station for utility bills. Store also promotes budget payment accounts which produce extra traffic.



CUSTOMERS are more frequently in the market for electric housewares than they would be for major appliances only. Here, a shopper, having paid her utility bill, listens to a pitch on a steam iron.

SIDELINES HAVE ADVANTAGES

(CONTINUED FROM PREVIOUS PAGE)

"Put it any way you like," says Wright. "We're basically a white goods and television store but these sidelines are all extra volume—the frosting on our cake."

The question of whether or not to add non-appliance lines to an appliance store is not a simple one to answer. The advantages are obvious. In most cases the sidelines will produce extra traffic, extra volume and extra profit.

But there are disadvantages, too. For each sideline he adds the dealer himself must assume new responsibilities. He must learn the ins and outs of a new business He must develop new sources of supply for many of the items. He must provide additional

space for each new line. He may very well have to hire extra sales help. He must carry more and more stock in inventory.

Those are all general considerations which must be taken into account before taking on any sideline. In addition, specific lines of merchandise pose specific problems. If you handle furniture, for example, you must arrange for a refinisher to handle customer complaints on scratches and imperfections. Lamps pose several problems; varying styles can give you an inventory headache and most lampshades are easily soiled.

Conaty's has been conscious of both the pros and cons involved in each additional line it handles. Here's the way sales manager Wright analyzes the various problems, line by line. Furniture. This merchandise has a number of advantages—and one big disadvantage. Conaty's has handled furniture for about 18 months, finds basically that it provides good profit and volume. The margins run between 35 and 40 percent and there is relatively little price shopping and chiseling. Ordering furniture poses no problem; salesmen call on the store regularly. Conaty visits local and regional furniture shows but often spends such trips learning more about the furniture business rather than ordering merchandise.

The disadvantages are obvious when you enter the Conaty store. Furniture is a space-consuming commodity and is best displayed in functional room settings. In the Conaty store the furniture lines are crowded together but still occupy almost half of the main

AND DISADVANTAGES

FURNITURE is a space consuming commodity. Here Wright looks dismayed as he points to crowded furniture display which already occupies almost half of store's main floor.



FURNITURE requires constant attention. Luckily, store's ad manager, Joe Donovan, took up refinishing as a hobby, has now achieved professional skill and can handle any refinishing or retouching job.





IMPULSE ITEMS such as light bulbs require little personal sales effort on the part of the staff but enable the firm to capitalize on store's heavy floor traffic.



MANY OF THE SIDELINES require little display space. This mass display of clocks over a wrapping desk and another over the stairway leading to the basement salesroom are designed to catch eye of the casual store visitor.

floor. (White goods occupy the remainder of the floor with TV in a basement room.) A second disadvantage is the necessity of maintaining facilities for refinishing and retouching furniture which is marred or scratched before delivery.

Lamps. Conaty's has handled lamps for over 20 years. They carry good margins and there is relatively little price shopping. But there are important disadvantages. Breakage can be heavy, there are many styles to stock, they take valuable space, and they pose a housekeeping problem since shades are easily soiled.

Bulbs. Here again Conaty has handled this merchandise for years. Over the counter sales

are profitable and there is no such thing as discounting on bulbs. The bulbs take very little space in the store.

Conaty also does a considerable contract business on bulbs, selling to churches, schools, seminaries and commercial buildings. Standard discounts apply. The purchaser of \$5 worth of bulbs gets 15 percent off. A \$15 purchase carries a 25 percent discount and anyone who purchases a case or more gets 30 percent. This is a business which has been built up over a matter of years and the steady volume makes it attractive.

Pots and Pans. The store has handled nonelectric housewares for six years. Pressure for discounts is not as heavy on these items as it is on electric housewares. Wright says that most people don't argue price on a \$9 or \$10 item. In addition the store's budget plan helps it make full price.

Primary problem here is in housekeeping. The wide variety of merchandise is a fine dust catcher and chrome or polished surfaces must be dusted and polished regularly.

Electric Housewares. Conaty's has carried this merchandise for years. The market in recent years has become extremely competitive but Wright maintains it is still profitable for two reasons: (1) they are not afraid to let a customer walk if too big a discount is demanded and (2) the budget plan encourages people to buy at the store price. The business is attractive because it lends itself to add on sales and takes relatively little space. End

THEY'RE ALL TABLE LAMPS but each is slightly different in styling and the store must stock and display the resulting variety. In addition, keeping them clean and preventing breakage are problems peculiar to this business.



EXTRA LINES mean extra housekeeping work but so far the displays of sidelines have been maintained without adding extra help for that purpose.



The Bath 'n' Kitchen Shop gambled \$5,000 that Denver, Colo., was a ready market for luxury kitchens. It paid off with . . .

80

Kitchens



PROSPECTIVE kitchen customers are given no fancy presentations at Stahl's Bath 'n' Kitchen Shop. Model kits show the prospect what is possible with her present kitchen.

A VOLUME of 80 kitchen sales in 14 months, at an average value of \$1,235, is big kitchen business. For James F. Stahl, operator of the Bath 'n' Kitchen Shop, Denver, Colorado, it is also the jackpot payoff on a big gamble.

pot payoff on a big gamble.

Stahl gambled that the Denver market was ready to buy kitchens in quantity and that enough of the sales would be in the \$3,000 to \$5,000 class to make his gamble pay off. He backed his play by opening a corner show-room equipped with \$5,000 worth of kitchen display and by concentrating his sales effort on some 4,000 Denver homeowners whom he grouped under "Category A."

Through his experience with the firm founded by his father, the Park Hill Plumbing Co., a 33 year-old firm which had a good reputation for service and had sold as many as 25 kitchens a year, Stahl knew his Denver market. He knew that there were approximately 30,000 potential "Category A" people who had bought large, well-equipped homes in Denver's better residential areas prior to World War II—when houses cost a lot less. Most such families, he believed, liked their homes, had no desire to move, but did want the satisfaction of modern kitchens. Moreover, most of them had long since made the last mortgage



LUXURY MARKET which can afford to spend up to \$6,000 for a kitchen is appealed to with Stahl's ultra modern kitchen displays, features like built-in barbecue.



BIG FACTOR in Stahl's success is that he has his own installation crews, always manages to complete the job by the date promised, even in problem-filled older homes which are common in the area.

in 4 Months

payment and owned their homes out-

His initial "Category A" consisted of 4,000 of these people carefully selected from Park Hill Plumbing's list of customers.

Direct mail, announcing the active entry of the firm into the kitchen modernization field was a logical conclusion. However, before jumping into the market on an intensified basis, Stahl felt that he needed something really outstanding in the way of display kitchens—a glamorous showroom so impressive that it would bring comment throughout his entire territory, and most important, would serve as a springboard to sales of the big ticket kitchens which represent the top profit opportunity.

Building it was Stahl's gamble. Hav-

ing already taken over an adjoining shop on a prominent Park Hill shopping corner as an appliance showroom, Stahl cheerfully gutted the 18 by 30 foot shop building and spent \$5,000 in the design of two side by side model kitchens. In the two kitchens the emphasis is on built-ins, which Stahl considers far and away the greatest profit opportunity because of lack of organized competition, high markup per unit, the intense interest of the usual housewife, and the greatest

amount of construction usually in-

volved in their installation. One kitchen immediately behind the glass of the showroom contains a built-in refrigerator, oven, built-in hot-top range with ceramic tile top, built-in dishwasher, garbage disposer, flush lighting system, and other eyebrow-lifting special features. Other angles include a built-in hide-away breakfast bar with an adjustable-height pull-down chandelier, stainless steel tile above the sink and range, the use of luxurious hardwoods, etc.

This kitchen is divided only by a broad window from the second unit, which like the first accentuates builtins but follows more conventional planning in terms of white enamel, separate appliances, a portable breakfast table, etc. Both, however, with powerfully-intensified overhead lighting, are guaranteed to rivet the attention of every housewife who passes, and each have been the basis for at least 50 similar installations in Park Hill homes.

In construction of the elaborate model kitchens, Stahl realized that he needed a name somewhat more glamorous than the original plumbing company title. This was the basis for the name, Park Hill Bath 'n' Kitchen Shop which has been duly registered as a trade name.

The new showroom and name were

simultaneously available 14 months ago and coupled with 4,000 letters sent out to "Category A" homeowners in all of East Denver's better-home residential districts, began pulling results from the outset.

The comment we heard most often from our customers was that they hadn't seriously known that we did kitchen remodeling," Stahl points "Some of these were customers to whom we had already sold laundry equipment, dishwashers, refrigerators, When we pointed out that we handle the entire job all on one ticket and that we would be glad to sketch out the proposed installation for their study, we found that we had hit a timely note. In fact, con-versations with the first five prospects convinced us that nothing would carry more weight than promising the homeowner that we would do all of the installation work ourselves and guarantee every phase of it. Because of this, we incorporated this into the first 4,000 direct mail letters, inviting the homeowner to stop and look at the new Bath 'n' Kitchen Shop. Following paragraphs pointed out that our staff includes an expert carpenter and linoleum layer, and that we could thus make good on a promised installation date, carry out all adjustments and changes as the housewife wanted them without depending on an outside agency."

The first mailing, coupled with the completion of the new showroom, proved almost embarrassingly succesful. One week following the first mailing, two contracts were signed, one of a \$3,500 "Hollywood" kitchen, the other for a \$1,500 installation. The next week there were three more prospects ready to sign. This showed Stahl that he was overdoing it where promotion was concerned and the direct mail program was consequently cut down to an intermittent basis, the number of letters sent out since then being controlled by the backlog of kitchen installations on hand.

On the personnel side, Stahl augmented his four installation men, the linoleum, tile, and carpentry mechanic, with an expert designer long experienced in kitchen planning, and a salesman likewise a veteran of several years in the field. With this staff, the Park Hill Bath 'n' Kitchen Shop has achieved such a high installation efficiency that 75% of all contracts were finished two days ahead of time and none have lapsed over the original promise.

the original promise.

As Stahl has hoped, one job sells another. The shop ran up a total of 80 jobs in 14 months which average

(Continued on page 112)



RETURN CALLS are eliminated with a post-installation demonstration of every appliance. Remodeled kitchens are used as showrooms to sell new prospects.



PLUSH KITCHEN in Stahl's showroom is one of two. Setting up a separate showroom and installing these two expensive kitchens was one of biggest gambles which Stahl had to make

Here's a department store appliance department where . . .



THE DEPARTMENT. Appliances at Schuneman's are located in the basement—right next to the bakery, grocery department and restaurant, all of which draw heavy married-woman traffic.

The Manager Wears the Pants



THE MANAGER: For ten years Marvin Schroeder has been guiding the destinies of Schuneman's appliance department. He makes all the decisions, sets the policies.

Marvin Schroeder runs the appliance-TV department at Schuneman's Department Store, St. Paul, Minn. He really runs it. He can wheel and deal in a community where everybody shops for a discount

RESULT: A \$4-million volume, 6.5% net profit

By TOM F. BLACKBURN

ARVIN Schroeder can operate. He can wheel and deal. He can make decisions without becoming entangled in procedural red tape. In the appliance-TV department at Schuneman's Department Store, St. Paul, Minn., he's the boss.

This untypical freedom of action is, of course, made possible only because Schroeder's boss, president Carl Schuneman, wants it that way. The important thing is that it works to the store's advantage.

store's advantage.

For example: Last year Schroeder got a late-season, take-it-now-or-never opportunity for a special deal on Sea Breeze fans. He took it, ran a page ad and sold \$7,500 worth of fans. In many department stores the decision couldn't have been made that fast.

In ten years as division manager at Schuneman's, Schroeder's imprint on the appliance department is plain to see. Although the store stocks \$250-000-worth of appliance merchandise, Schroeder doesn't have to fiddle with any "open to buy" limitations. If he gets a chance to pick up a carload of dryers at the right price and with the right promotional idea he can do it—even though they're out of season in St. Paul.

This same free-wheeling philosophy made it possible for Schroeder to sell 3,500 Westinghouse thermometer sets—items valued at \$3.29 and which sold for 88 cents on a special deal. When he was offered a special on ice trays he sold 25,000 for 98 cents each.

In the Right Spot

Even the location of the appliance department in the store reflects Schroeder's management. It's 4,500 square feet of space are right next to the bakery, grocery and restaurant departments in the basement—which is where there is the highest traffic of married women, home-owners, the store's best appliance prospects.

In this department customers don't find any private label merchandise. That's because Schroeder believes they are harder to sell than brand names and—in this day and age at least—carry no price advantages. Consequently, the product names are G-E, Maytag, Westinghouse, Whirlpool, Youngstown, etc.

For advertising the appliance department spends about 2½ percent of sales. Mr. Schroeder realizes the perpetual battle is for low priced merchandise and he prefers a reduced price to a promotion, but cannot always have what he wants.

In his buying Mr. Schroeder believes in always lending an ear and showing courtesy to all salesmen, because he feels they toss their friends their best opportunities.

Veteran Sales Crew

The backbone of the firm's business success is the men who work on the floor, Schroeder declares. He makes every effort to keep them happy. They can go without coats if they wish, take off for a coffee break at will. They are on a straight commission basis (5 percent) and earn more at Schuneman's than they could elsewhere. The Schroeder method of controlling their activities is to confine them to certain lines of goods. Otherwise, straight commission men would all follow the hot stuff and the store would not get a balanced load.

Wheel and Deal

In its terms Schuneman's follows a policy of quoting a list price and dis-



FULL AUTHORITY to make decisions fast enabled Schroeder to take advantage of special offer of fans late in season. Store ran ad held by assistant buyer Ethel Woestehoff, sold \$7,500 worth.



PERSONNEL policies dictated by Schroeder are realistic and human. Salesmen get five percent commission but must stick to certain items—a policy which keeps sales evenly balanced.

counting, if necessary, from that price with a long trade-in. The advertised prices are flexible in proportion to what the customer has to trade. Any salesman can quote up to 15 percent off the list price for the trade. If he wants to give more than 15 percent, he must put on his hat and go out to the house and look the item over. This rule, says Schroeder, is a great restraining force on overbidding.

The firm realizes that in St. Paul

The firm realizes that in St. Paul today only about one person out of 30 pays the retail price. The idea is not to let anyone walk. Salesmen are told that when a deal is lost there is a reason: (1) some one else undercut, or (2) some one else offered a better trade-in. Salesmen are told to find out the competitor's deal and equal it.

Deals Help Sales

On deals Schuneman's leans over backward. The store will give up to 24 months for the customer to pay off. No down payment is required if his credit is good or he has paid upon another appliance. A great many sales go on a 30-, 60- or 90-day basis, all free of carrying charge.

of carrying charge.

And why not? The store has never lost a dime on appliances, except television. Schroeder says.

If there is a contract, the customer pays one-half of one percent a month, and the store carries its own paper.

Schuneman's is long on trade-ins, because it has discovered that there will be used goods in 3½ deals out of 5. In fact, the firm is about to establish a second place of business to move its trade-in appliances.

It has been one of the first organizations to appreciate that advertising of used appliances will produce more sales than on new stuff. It also knows that out of five used appliances sold, two will come back on new merchandise. Up to six months after purchase the store will take back a used piece and give full credit for payments made on a new item. One of the things that helps sell second-hand appliances is the 30 days to a year guarantee on them, depending on the condition they are in.

As this is written, a kitchen department is going in. Reason for the delay was a doubt that the store's customers were ready for new kitchens.

Sales Meetings Weekly

Sales meetings are held once a week for the four appliance salesmen, the one kitchen man, and the four television and radio men. Discussions spread the word of what is going to be done next. Marvin Schroeder is really rocking along with the times, keeping a sharp eye on what is going on in the appliance field, and working out operations which suit the times.

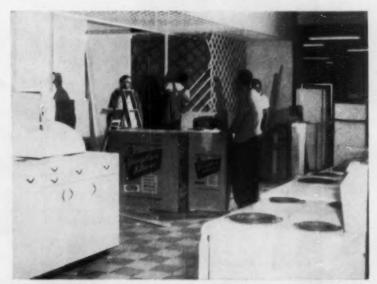
The store has a total of thirty men in its service department, and takes care of everything except television. It makes no money from service, but figures it is necessary to keep operating. Dick Mattsfield is service manager.

Marvin Schroeder charts his department as a people's store, gives the public what it wants at prices it can pay. For example, St. Paul now buys about eight automatic washers to one wringer type. Schuneman's has fallen in line and stocks to suit demand. It was slow in putting in kitchens until it came to believe its clientele wanted them. It does not have a food plan because the management does not consider food plans respectable as yet. However, it has sold between 800 and 900 12 cu. ft. freezers over the years and has since been buying them back and replacing them with newer models.

Out of a million dollars worth of appliances the store sells, it nets about 6.5 percent—for which Schroeder is pretty largely responsible.



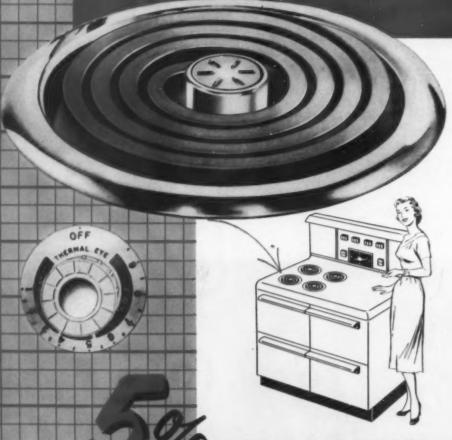
SALESMEN don't even have to wear coats at Schuneman's. They are authorized to allow up to 15 percent for a trade-in without seeing the old item. If they have to offer more they must inspect it first.



NEW KITCHEN department being erected in Schuneman's is a Schroeder innovation and a good example of caution mixed with authority. He waited until he was sure store's customers were ready for kitchens before he added the department.



Automatic Top-



A BIG SALES OPPORTUNITY FOR YOU!

Five percent of American homemakers, a recent survey revealed, may not be in a position to buy... but ninety-five percent definitely declared themselves in favor of this new kind of automatic cooking freedom. Hundreds of homemakers interviewed in Des Moines, Harrisburg and Peoria stated that they wanted this cooking convenience . . . declared a willingness to pay as much as \$25 more for a range so equipped.

American Homemakers want

Surface Temperature Control

For THEM ... a new, irresistible kind of cooking freedom. For YOU ... a new, irresistible kind of sales story.

FEATURE ELECTRIC RANGES EQUIPPED WITH AUTOMATIC TOP-SURFACE TEMPERATURE CONTROL

SHOW

how heat in pan controls top heat and assures perfect cooking results

SHOW

why foods can't burn, over-cook, boil over . . can't smoke or burn onto utensils

SHOW

that automatic top-surface control makes every cooking utensil automatic

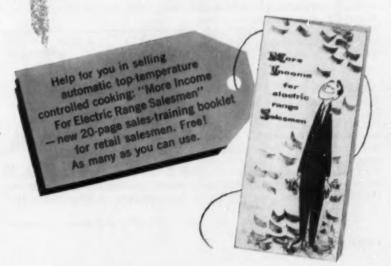
Manufacturers: the big sales push is on at the retail level. *Everybody* is promoting ranges equipped with automatic top-surface controls!

Electric Utilities: Feature automatic cooking on the range top — where 80% of cooking is done.

Range Dealers: Move in strong on the big buying surge for automatic top-surface cooking... sales-appeal plus... and for top-profit models, too!



Robertshaw Thermostat Division, Youngwood, Pennsylvania Robertshaw-Fulton Controls (Canada) Ltd., Toronto



All it requires is a little advance planning. Here are seven ways to minimize the year-end headaches of handling, counting and listing



MAKE AN OVERALL MAP of the store layout to show every place where stock is either displayed or stored.

How to take AN EASIER PHYSICAL INVENTORY

STOP all of the usual store activities dur-

ing the course of the physical inventory.

EDICAL men have not traced the cause of ulcers to the year-end physical inventory headache, but some electrical appliance retailers feel that this end-of-the-year trouble-time can cause almost anything. Inventory is a dreaded task—hours of counting stock, more hours of listing everything. Then, still more hours of extending, totaling, and summarizing the final stock count.

It would seem that with all of these headaches that are connected with a physical inventory an appliance dealer would be through. But, no! Then, there is the worry of the inventory shortages and overages, the worry of whether the inventory is accurate, the worry of what is the best inventory valuation method. By this time an appliance dealer is ready to quit.

Yet, this dreaded year-end task of counting stock is a must. Figures of the physical inventory are required for income tax returns. They are helpful in determining the most efficient operation of the business, and they serve as a guide for future buying for the store.

ing for the store.
Yes, inventory is a headache . . . a necessary headache!

Many of these physical inventory headaches can be avoided when an appliance retailer takes a little time to make a plan in advance. A few pre-inventory plans, carefully made, will make the actual stock count quicker, easier and more accurate.

Make a Man

FIRST, make a map of the sales floor, the windows, the ledges, shelving, stockroom, service shop, and office. This floor plan need not be a draftsman's masterpiece, but it should include all counters, shelf sections, and special out-of-the-way spots in the store. Every place where stock may be displayed or kept should be included in the plan.

Some electrical appliance retailers find it helpful to number each section of the floor plan. This helps them to assign employees, check out the inventory forms to the sections, and to spot check the progress of the physical inventory. In case of error, it is easy to determine where the error might have been made and to re-count only this section of the store.

Organize the Stock

SECOND, organize the stock for easy, accurate counting. This step in planning for the physical inventory can reduce the hours of over-time necessary, and will insure a more accurate valuation of the store's stock. When all of the repair parts, for instance, are in one location, it is easier to concentrate on this counting and listing. Ditto marks can be used on the listing sheets for the description, and there is less chance for error with fewer items to count, list, extend, and total.

Another advantage of this stock organization before inventory is that it provides an opportunity to check over the line for any missing sizes or types. Then, too, it is possible to be sure that all of the stock of the same type is priced at the same figure and that



SELECT and instruct employees on procedure for each of the inventory jobs.

the selling price is correct under present market conditions.

Explain the Job

THIRD, select, assign and instruct employees for their inventory duties. In selecting the employees for the physical stock count there are many factors to be considered. For instance, shortages can be spotted quicker if the personnel are not too familiar with the stock they inventory. On the other hand, lack of knowledge of the stock they count will make the counting and listing slower and may result in many more errors in your inventory.

Knowledge of the store's stock, ability to pay attention to details, and physical strength may be factors that you will want to consider in selecting and assigning the employees to different sections of your store.

With a rough map of the sales

With a rough map of the sales floor, stockroom, and display areas, it is an easy matter to assign employees to the spot where they will work best. Counting and listing teams can be selected from the employees to be sure that the counter and the lister will work together in harmony. Then, too, the electrical appliance retailer knows who is responsible for a quick and an accurate count for each part of this store.

Instructions for the physical inventory should include a time schedule of when the pre-inventory counting

will take place, what will be required to sell any stock after this count, when the final count will start, and any other time factors needed. Most appliance dealers explain how they want the stock counted and listed to provide all the information they want-size, type, brand, stock number, quantity and price.

Many appliance dealers have found that it is also advisable to establish some inventory rules. These rules cover employee conduct during the stock count, smoking in dangerous areas of the store, and penalties for not reporting for work during the physical inventory.

Stop Selling

FOURTH, stop all store activities during the physical inventory. This suggestion will, of course, have to be tempered with local conditions and store policy. For instance, if you have had a policy of keeping the store door open when there is anyone in the store, you may have to make some change during your inventory.

One place where the final stock valuation may be thrown out of line is with the stock shipments that arrive after the stock is being counted. When the physical inventory will take more than one day or an evening, appliance dealers have found that they climinate many headaches by stopping all shipments during the count.

(Continued on page 120)

Dealers will end up the season this year

With profits piled high from the fans you see here...

With profits piled high from the fans you see here...

What's more they'll find marketing Diehl's is so easy...

What's more they'll find marketing Diehl's is so easy...

Folks go for the way Diehl's make life cool and breezy!

Folks go for the way Diehl's make life cool and service built in at the start,

Yes, there's beauty and service built in at the start,

For making fans best is Diehl's special art!

TOTGET: more fan cales...

you'll bull's-eye

with DIEHL'S unbeatable 1956 Fan Fair Campaign

Roll out the big guns! Strike up the band!

Here are the models...the campaign...the sales
helps you need to make '56 your biggest fan year ever!

3 NEW MODELS! guaranteed for five years.



New Portable 3-Way Ventilatori



New "Do-It-Yourself" 24" "Pancake" Direct Dr New 20"

NO NEED TO LOOK FURTHER!

DIEHL'S '56 FAN LINE IS SO COMPLETE, SO BROAD,

YOU CAN OFFER MODELS OF ANY SIZE OR STYLE TO MEET EVERY NEED!

DESK AND BRACKET FANS . WINDOW VENTILATORS . ATTIC VENTILATORS

COOPERATIVE LOCAL ADVERTISING





... NEWSPAPER AD

... TV

. . RADIO

PRODUCT LITERATURE AND DISPLAY MATERIAL GALORE



Electrical Division of
THE SINGER MANUFACTURING COMPANY
Makers of the world-famous SINGER SEWING MACHINES

BIG-LEAGUE NATIONAL ADVERTISING

. . in Life, Better Homes and Gardens, and other top n

booklets . . . streemers . . . booklets . . . cetalogs . . . display stands!





DIEHL MANUFACTURING COMPANY

Electrical Division of THE SINGER MANUFACTURING COMPANY
Finderne Plant, SOMERVILLE, NEW JERSEY

ATLANTA - BALTIMORE - CHARLOTTE, N. C. - CHICAGO - CINCINNATI - DETROIT - MILWAUNEE - NEEDHAM, MASS, - NEW YORK - PHILADELPHIA - PITTORURGH

to help you sell more merchandise made of STAINLESS STEEL



As Advertised in
POST
BETTER HOMES
& GARDENS
HOUSE BEAUTIFUL
HOUSE & GARDEN
LIFE

FREE PROMOTION AIDS TO HELP YOU SELL

- 1. AD REPRINTS ... the advertisement above, in full size and full color, for your use as window or wall posters, floor sales helps, etc.
- 2. "AS ADVERTISED" CARDS (Satevepost or Better Homes & Gardens) . . . color ads mounted on easelbacked or hanger cards.
- "When they usk about STAINLESS STEEL"
 ... pocket-size information folders for your sales people—data they can use to make more sales.

WRITE FOR THE QUANTITY YOU NEED

We're launching a campaign in national magazines this year in your behalf . . . to tell your customers over and over again of the superior merits of stainless steel—and to help bring more people into your store looking for specific products made of it.

The advertisement reproduced above is the first of this series of full-color pages. It appears in the March 3 issue of POST, then in the April issues of BETTER HOMES

& GARDENS and HOUSE BEAU-TIFUL (out March 20) and the May issue of HOUSE & GARDEN (out April 20)...also, in a smaller version, in March 19 LIFE. What additional help can we

What additional help can we give you? Maybe you'd like to plan a monthly or seasonal Stainless Day or a Stainless Week, in housewares or sporting goods, or in your gift sections. Maybe you'd consider putting in a Stainless Shop or a Stainless Corner, with an occasional window given to stainless merchandise to help out. • Ask for any of the promotion aids listed at the left—they're yours on request, in the quantity you require.



ALLEGHENY LUDLUM STEEL CORPORATION

2070 Oliver Bldg., Pittsburgh 22, Pa.



WATER CONDITIONERS:

Big Market... Little Support

Nearly half the respondents to Electrical Merchandising's latest Dealer Panel survey operate in hard water areas, but only 10.3% sell water conditioners

WATER conditioners have not yet become a part of the average appliance dealer's sales thinking. That, in brief, was the finding of an ELECTRICAL MERCHANDISING dealer panel report which shows that almost 90 percent of the respondents were not selling a service appliance which is a virtual necessity in a large proportion of the communities of the United States.

The Panel's Report

Questionnaires were sent out in the late fall of 1955 to 354 members of the EM Dealer Panel and when 165 returns were collated showed that an impressive 46.1 percent of the dealer's replying were serving communities in hard water areas. A slightly larger percentage, 49.1, were located in areas whose water source did not require the use of a conditioning device. Despite this fact, and in answer to the question, "do you sell water conditioners?", a heavy percentage (86.1) advised in the negative; 10.3 were actively engaged in selling, and 3.6 percent did not outline their approach. It is to be assumed that this latter group could be included among those dealers who did not retail water conditioners. Of the dealers who did handle, 29.4 percent could boast of sales which averaged from 10 to 19 units on an annual basis. A still smaller group, 5.9 percent, reported that their business amounted to 20 to 29 units yearly. But by far the bulk of dealer sales was centered in the group whose yearly sales added up to from 1 to 9 units, a grouping into which 47.0 percent of those dealers who carried water conditioners were clustered

What Is Hard Water?

To be classified as really hard water a community's source of supply must show 10 grains of hardness per gallon, or more. Most dealers who reported in the panel study were in areas where the local water supply contained chemicals which produced hard water to a degree in excess of the 10 grain average. Biggest of these groups percentagewise were those dealers who reported local conditions ranging from 11 to 20 grains of hardness, a group which took in more than 22 percent of the respondents. Others followed in the pattern which is charted elsewhere on this page.

Part two of the survey posed the question, "Do you have any special water problems other than hardness?" The majority of answers indicated mineral deposits in the water supply as being the biggest problem. Typical were iron content in the water; rust, sand, sulphur, magnesium, alkali and copper. One wag answered this question by reporting that there was "no city water system", a condition that not even the ownership of a water conditioning unit was likely to cure.

Installation and Rentals

Installation prices recorded by the dealers ranged from \$1 to \$399 with the majority, 29.4 percent, involving an amount between \$200 and \$300. One group of 23.5 percent advised that their average installation ranged from \$100 to \$199 while a similar percentage fell into the \$300 to \$399 division. Only a small number, 5.9 percent, could report an installation price which fell below the \$100 mark.

While rentals of water conditioners have become a fairly well established practice in some sections of the country none of the dealers queried by ELECTRICAL MERCHANDISING reported having adopted this procedure. Over 80 percent replied negatively to the question, with the balance not committing themselves. The question was raised in the survey as to whether the units installed were self-service. To this the answer was an overwhelming 58.8 percent "yes" with only 29.4 (Continued on page 124)

Are You in a Hard Water Area?

	No. Dirs.	Percent Dirs.
Yes	76	46.1
No	81	49.1
No Answer.	8	4.8

Do You Sell Water Conditioners?

	No. Dirs.	Percent Dirs.
Yes	17	10.3
No	142	86.1
No Answer.	6	3.6

How Many Do You Expect to Sell in a Year?

No. Units	No. Dirs.	Percent Dirs.
1-9	8	47.0
10-19	5	29.4
20-29	1	5.9
30 and over	1	5.9
No Answer.	2	11.8

Water Hardness in Dealer Areas

Grains	No. Dirs.	Percent Dirs.
0-10	4	5.3
11-20	17	22.4
21-30	13	17.1
31-40	3	3.9
41-50	2	2.6
Over 50	1	1.3
No Answer.	36	47.4

Best Water Conditioners Sales Points

As reported by respondents to the Dealer Panel Survey

"Cleaner washing-saving of 50% of

"Economy over water softener service (rental)—satisfaction of soft water"

"The personal satisfaction of owner in

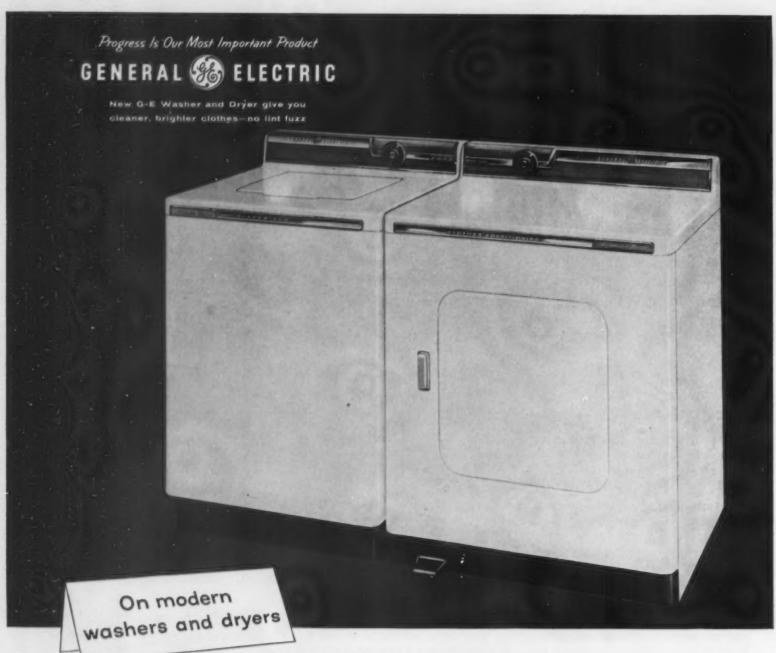
"Use in automatic washer"

"Ability to wash cloon with minimum

"Greater degree of efficiency"

"Iron and rust removal"

"Proof by trial"



DULUX® Enamel finishes first in sales appeal...resistance to marring



"DULUX" ENAMEL

Better Things for Better Living . . . through Chemistry

America's leading — home-appliance finish

Over 53,000,000 major home-appliance units now in service are finished with Du Pont DULUX Enamel.

AN APPLIANCE FINISH that dependably resists harmful effects of soaps, detergents and heat naturally gives modern washers and dryers added sales appeal. And that's only *one* of the sales-winning properties of durable Du Pont DULUX Enamel.

Constant research by Du Pont chemists has resulted in a finish that ruggedly resists chipping, cracking, scratching and staining. Application costs are lower with DULUX without sacrifice of quality appearance or performance.

DULUX keeps its first-day new look even after years of use in the home. Its longer-lasting whiteness, resistance to wear and easy cleanability help insure the continued customer satisfaction that's so important to the success of any appliance line. No wonder so many of today's topflight appliance manufacturers use Du Pont DULUX Finishes.

E. I. du Pont de Nemours & Co. (Inc.), Finishes Div., Wilmington 98, Del.

Ways to Improve **Your Sales Meetings**

Do you make like the local high school coach at every meeting, or concentrate on what salesmen shouldn't do or use the meetings as an opportunity to criticize individual faults? Then, Mister, this article is for you

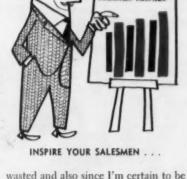
By a Factory Sales Representative



Y job keeps me on the go month after month calling on dealers and in the process I've been forced to take part in some of the dullest clam-bakes that were supposed to be sales meetings. How results could be obtained from those meetings was always beyond me.

On the other hand I've had the pleasure of being a guest at many, many sales meetings which not only inspired the men on the dealer's staff to active results but which even left old hardened me possessed of a new desire to "get in there and pitch" and bring home the commissions.

The less said about the former the better. The more I can say about the latter the surer I am that there will be fewer and fewer of those dull and re-



attending several hundred more before I retire to the rose garden and golf course I've felt it might be a good idea to pass along some contributing factors to good sales meetings that I've

observed during several years experi-

ence. Here they are.
1. Go easy on the "old college try" stuff. This fire-and-brimestone, do-all-for-the-good-old-Alma-Mater routine may be all right for once a year sales meetings, but for the routine month-in and month-out gatherings it grows mighty stale. It's a sure way to put most of the boys to sleep in the first half hour of the meeting. All of us need words of encouragement and some pep talk from time to time but in large and very frequent doses it becomes sheer nonsense. There are two very good inspiration themes-"Put more money in my pocket" and "Give me a boost up the ladder of ambition."

Concentrating on these two themes will put over what we're aiming at much more effectively than a comic opera rendition of an adult Horatio Alger story at any sales meeting,

Load the meeting up with HOW. That's the biggest difference between the average salesman's ability to go forth the next day and get results or having him slip back into the same old lackadaisical routine.

Salesmen who net a lot of HOW from sales meetings are always eagerly awaiting the next. The biggest problem of every salesman is how to make sales and that's the prime topic in which he is interested. He's probably had a liberal dose of theory on selling many times in the past and knows all of the basic principles; what he's interested in is practical down-to-earth application in the selling he has to go out and do the next day.

More and more sales demonstrations, presentations of experience stories on how problems are handled, hard fact demonstrations of merchandise use and application and just plain HOW will make every sales meeting more interesting and bring forth bet-ter results and what is also vitally important . . . make every man on the staff eager to attend and listen at the next sales meeting.

3. Give every man a part in the meeting and let him know ahead of time what is expected of him. Any activity in which you or I, as an individual, have a prominent part, is always of great interest to us. Those in which we are confined to the role of spectator have far less attraction.

Some of the most valuable sales meetings I have ever attended have been those in which the men themselves demonstrated to their colleagues how they handled particularly difficult sales problems during the past month.

There's another way to enliven any sales meeting along this line and that is to devote a portion thereof to open forum discussion among the salesmen themselves on the current problems they are facing and how to handle them. Such discussions under proper and mature guidance can produce a

wealth of results within any appliance dealer's organization.

4. Always have something new in the way of information, data or product demonstration at each meeting. Such procedure helps eliminate dullness and gives every man attending assurance that he will not have to face the same old routine at every meeting.

It will pay any dealer to check over the agenda of every sales meeting beforehand and make certain that there is something therein that will be new and interesting to his salesmen before any such meeting is started. Selling always has to be inspired; rehearsing dull routines can hardly be expected to give any salesman fresh ideas and inspira-

tion to boost his selling quota.

All of us know that those meetings we attend where we are certain to be presented with something new and out of the routine are always those we look forward to with anticipation and meetings we go out of way to attend. This applies equally well to even the smallest sales meeting. Sure, it takes some extra planning and conniving, but it always pays off and that's the (Continued on page 134)



DON'T POINT UP THEIR MISTAKES . . .



SHOW THEM HOW

sultless sales meetings in appliance dealer's establishments in the future. The successful meetings have pointed up a number of points which existed in almost every one; important assets which made those meetings successful and through their absence produced failures in others. Since I hate to see such effort

ELECTRICAL MERCHANDISING-MAY, 1956

BIGGEST NEWS SINCE INTRODUCTION OF

NOW G. E. PRESENTS

A PORTABLE TV

Never before a TV so light...with a picture so big...so bright WITH SUCH TERRIFIC PROFIT POSSIBILITIES!

This isn't just big news...it's the BIGGEST thing that's happened to TV since the first portable rolled off the G-E assembly line.

Think how easy it's going to be to clinch more sales faster with an exclusive, red-hot story like this to tell: 56% BIGGER screen! Still 32-lbs. light! Travels all around the house...all around the town with the greatest of ease! Aluminized Picture Tube and dark safety window for "indooroutdoor" picture quality! Aluminum cabinet! Adjustable rear leg for best viewing angle! Convenient power-cord compartment! Chrome-plated handle! Compact cabinet in Bermuda Bronze finish or two-tone Terra Cotta and Ivory! Unbe-

lievably low-priced for rapid-fire sales volume!

Yes, this newest General Electric "take-around" sensation is by far the BIGGEST bargain in TV pleasure you have ever had to offer. And G.E. is using nothing but the "biggest" to tell every prospect about this sensational big-screen Portable TV. Full-color spreads in top circulation magazines. Two major network TV shows. Your own local newspaper ads... PLUS, a life-size display that works even harder than the famous G-E "Gal Friday!" Get set for bigger sales—for even BIGGER DOLLAR MARGIN! Get full details from your G-E Distributor or General Electric Company, TV Receiver Dept., Syracuse, N. Y.

Sell these accessories for extra profits



Fold-Away Stand is light, strong, easy to carry. Makes any room a TV room—stores in a corner of any closet!

Fold-Away antenna picks programs out of the air... folds down out-of-sight when not in use.



HERE'S THE
EXTRA SALES
AID TO HELP
YOU SELL THIS
"EXTRA SET
SENSATION"



"Indoors...outdoors...all around the house"...
that's the most terrific sales talk in TV history!



Takes you out to the ball game. Indoors—outdoors or travellin', there's no longer any reason for missing your favorite TV programs. New Fold-Away antenna accessory available for added convenience.



Happy way to keep peace in the family! Stop grumbling because you're always missing out on your TV favorites. The happy solution is a new G-E Portable you can plug in anywhere for all'round the house TV fun.



Just what the doctor ordered. What a blessing this Big-Screen Lightweight G-E Portable is to "shut-ins." What a welcome and inexpensive addition to doctors' waiting rooms, rumpus rooms, business offices, any campus.



"MAN FRIDAY"—Striking, life-size four-color "Man Friday" display for your floor and windows tells the whole bigger screen, lightweight, easy-to-carry story quick as a flash. GENERAL ELECTRIC PORTABLE TELEVISION

56% BIGGER SCREEN

BIGGER DOLLAR MARGIN



Progress Is Our Most Important Product

GENERAL



ELECTRIC



MAKES SALES AT THE LOCAL LEVEL

LIFE reaches 3 out of 5 households in an average community in the course of 13 issues.* This is national advertising working for you ... pre-selling your prospects on the brands you sell. Week after week, LIFE-advertised brands move faster because the demand created is greater.

These best-selling brands will be advertised in LIFE during May

Amana Freezers—page American Gas Association—page, color Continental Sewing Machine Co.— 14 lines Crosley Home Appliances—page, color Culligan Water Softener—1/2 page Eureka Vacuum Cleaners—1/2 page Frigidaire Washers and Dryers—

spread, color General Electric Room Air Conditioners

Hotpoint Division of General Electricspread, color spread, color
Knapp Sewing Machines—1/s page
Magnavox Television—page
Moto-Mower—page, color
RCA Victor Television—spread, color
RCA-Whirlpool Air Conditioners—page
Remington Shavers—page, color
Spartan Television—1/s page
Sunbeam Shavers—page, color Spartan relevision—78 page Sunbeam Shavers—page, color Toro Manufacturing Corp.—3 pages Westinghouse Radios—page Westinghouse Refrigerators and Freezers -3 pages, color

Allegheny Kitchen Counter Tops-1/4 page, color Apex Electrical Manufacturing Co .-1/2 page, color Bendix Washers and Dryers-page Dearborn Air Coolers-1/2 page, color Eversharp Power Mowers-56 lines Frigidaire Refrigerators-spread, color General Electric Dishwashers-page, c. General Electric Ranges-spread, color

Westinghouse Toasters-page, color

General Electric Room Air Conditioners -spread, color General Electric Skillets-page General Electric Tubes-1/2 page, color Gibson Refrigerators—1/2 page, color Hammond Chord Organs—spread Magnavox Hi Fidelity Instruments-1/2 page Norge Appliances—page Philco Refrigerators and Ranges spread, color RCA Tubes—½ page
Reo Power Mowers—page, color
Sunbeam Hedge Trimmers—½ page, c.
Sunbeam Power Mowers—½ page, c.

Crosley Home Appliances—page, color Duo-Therm Power Mowers—page Electric Companies Advertising Program Fedders Air Conditioners—½ page General Electric Washers—page, color General Electric Wall Refrigerators spread, color Lewyt Vacuum Cleaners-1/2 page, color Pfaff Sewing Machines—page, color RCA-Whirlpool Air Conditioners—page Ronson Shavers—page Westinghouse Lamps—page Westinghouse Refrigerators—page, color Youngstown Kitchens-page, color

American Gas Association—page, color

May 28th

Frigidaire Refrigerators-spread, color Knapp Sewing Machines-1/2 page Norelco Shavers—spread
Phiko Radios—page
Ronson Firestarter—½ page, color
Westinghouse Air Conditioners—page

LIFE LEADS THEM ALL In weekly circulation -5,603,865† In weekly readership—26,450,000‡

LIFE IS TOPS WITH THE TRADE

37% of retailers like yourself pick LIFE as first choice to carry advertisements of the brands they sell.

A Study of the Household Accumulative Audience of LIFE. †1955 average circulation-Publisher's ABC Statements. ‡ A Study of Four Media.

Is Their Service Too Efficient?

- CONTINUED FROM PAGE 79

and understand just what conditions are attached to free calls.

Crouse reports the card system, in effect only a few months, has cut down on "no charge" calls by 80 percent.

"Not only that," he adds, "but it has given the serviceman con-siderable prestige because the customer, by testing the set after it has been fixed, assures himself it is fixed and that the serviceman did his job well.'

Few Charge Accounts

Service once received is often forgotten, Crouse believes, but customers sometimes want to charge service. It posed a problem for a long while until Kimzey adopted a standing policy that customers were told first calls would be on a cash basis until charge accounts could be set up.

Although some people still wanted to charge after first calls, TK found a diminishing list of charge customers after this policy took effect. Once they had paid cash they usually continued to do so on repeat calls.

Crouse has had few complaints about this and the 48-hour policy. In fact, several new set customers told him it helped create the impression that the firm was soundly operated as well as fair in its relations with customers. That's why, they added, they could buy with confidence from Kimzey.

'Good service is an integral part of the sales story. But more important, we think, is how that service is rendered. If it is done in a professional manner with a professional attitude by a dealer, it will lead to better understanding and confidence in the store on the part of the consumer. People who trust our service, trust us on sales," Crouse concludes.

People Buy For Service

The serviceman is the important cog in Kimzey's operation. When he does the job properly, he instills confidence in the firm. As a result, Crouse believes, people today are buying service just as much as they are buying television sets, so they buy from Kimzey because they know they'll get service.
"But the serviceman must be

tops to give that good service. And we feel that in order to be that way, we must pay good salaries. Average pay is \$100 weekly, with the most experienced men receiv-

ing \$125.
"And he's just a serviceman,"
Crouse stresses. "He doesn't try to sell a set. He may recommend a new set, but only if he feels repair costs will run exceptionally In this case, he suggests the customer visit the store and see a salesman."

Serviceman Not A Salesman

Kimzey takes this attitude for two reasons: First, a serviceman is just that and when he tries to sell, he's stepping out of line. He's not a salesman and has had no experience in that line. Crouse

(Continued on page 109)







WATCH



They're heading your way RIGHT NOW!

NOW...Westinghouse puts you ON TOP OF

For the trend to

Decorating with Light.



BEAUTY TONE PINK BULB

Plus-profits!

Opens gigantic new market for REPLACEMENT SALES!

- · Brings out ALL the hidden beauty in furnishings, fabrics, complexions!
- · Soft pink tone makes warm colors spring to life ... radiates glamor everywhere!
- Permanent inside silica coating banishes glare ... melts harsh shadows!
- Has exclusive Westinghouse LIFE-LINE FILAMENT -"Why Westinghouse Bulbs give long, long life!"
- All popular sizes . . . 60 , 75 , 100 , 150 and 50/100/150-watt three-way!

SELLING TIP: Don't overlook the "cosmetic" angle!
New BEAUTY TONE Pink Bulbs make complexions glow! It's a tremendous selling force . . . especially with women!



RIGHT THIS MOMENT...YOUR WESTINGHOUSE SUPPLIER IS RECEIVING NEW BEAUTY TONE SHIPMENTS! PLACE YOUR ORDER NOW!



Watch Westinghouse where BIG things in TINTED LIGHT

OP OF THE LIGHTING TRENDS!

for the trend to lighting for

Greater See-ability



New Westinghouse

EYE SAVING WHITE BULB

Plus-profits!

ANOTHER new market for REPLACEMENT SALES!
Best for reading, sewing, hobbies, all close work!

- Cuts bounce-back glare from shiny surfaces!
- Helps prevent tired eyes, headaches, fatigue!
- Glare-free light makes rooms look better!
- Has exclusive Westinghouse LIFE-LINE FILAMENT—"Why Westinghouse Bulbs give long, long life!"
- All popular sizes . . . 60 , 75 , 100 , 150 and 50/100/150-watt three-way!

SHOW 'EM THE BIG DIFFERENCE ...



with the new Eye Saving. Bulb "light-up demonstrator!" Ask your supplier.



ordinary Bulb: "Hot spot" in center bounces glare off of shiny surfaces . . . causes glare-squint, headaches, fatigue!



New Kye Saving Buib: Inside filter coating spreads light over whole bulb . . . cuts bounce-back glare, boosts ace-ability!

MAKE YOUR STORE HEADQUARTERS FOR "GREATER SEE-ABILITY!"
STOCK UP WITH NEW EYE SAVING BULBS NOW!

Watch Westinghouse

where BIG things in GREATER
SEE-ABILITY are happening for YOU!

NOW . . . Westinghouse gives you this EXCLUSIVE SELLING FEATURE!

The exclusive Westinghouse

LIFE-LINE FILAMENT

made with "Controlled Tungsten!"

"WHY WESTINGHOUSE BULBS GIVE LONG, LONG LIFE!"





Westinghouse control the actual mining and refining of its own tungsten ore



westinghouse controls every step in the production of its own tungsten filament wire . . .



No wonder so many Westinghouse users say "Westinghouse Bulbs last longer!"

Exclusive

LIFE-LINE FILAMENT

now featured in

New Westinghouse BEAUTY TONE Pink Buibs



New Westinghouse EYE SAVING White Bulbs



All Westinghouse



Watch Westinghouse

where BIG things in SELLING FEATURES are happening for YOU!

LIFE!"

so many e users say ise Bulbs

NEW 2-PACKS, NEW 4-PACKS



Scientifically designed to turn more bulb sales into *multiple* sales!

They're Westinghouse EXCLUSIVES!



New 2-packs are perfect for harder-selling mass displays! They trade up one-bulb buyers to double purchases . . . eliminate loose bulbs.



New 4-pack sells in any of five display positions! Stack 'em any way you likeeach 4-pack says "Buy extras!"



Most protective, compact 4-pack made . . . stocks more in less space! Exclusive side-by-side nesting cuts package size, holds bulbs more securely.

For INSIDE FROSTED Bulbs



New EYE SAVING White Bulbs



New BEAUTY TONE Pink Bulbs

FEATURES

Watch Westinghouse

where BIG things in NEW PACKAGING are happening for YOU!

MORE big news for Westinghouse Light Bulb Dealers ..

WESTINGHOUSE-SPONSORED CBS
CONVENTION AND ELECTION TELECASTS
TO FEATURE SELLING-STORY ON
NEW BEAUTY TONE AND EYE SAVING BULBS!

Actual demonstrations—day after day—by TV's supersaleswoman,
Betty Furness...on the standout TV presentation of the year!



Remember what happened in '52: Westinghouse and Betty Furness made selling history! And Westinghouse Dealers made SALES history. It'll happen again in '56!

Westinghouse

Westinghouse Lamp Division, Bloomfield, New Jersey

Watch Westinghouse

where BIG things are happening for YOU!

Too Efficient?

- CONTINUED FROM PAGE 100 -

and Kimzey have, and they handle store sales. The second reason is that he may make customers mad.

To give the servicemen and the firm a professional look, colorful trucks are used and the men wear uniforms which they may buy themselves with the firm paying half the cost, or they may rent them with three changes weekly and the firm pays half the rental fee. No bonuses are given. Crouse feels the quality of work would suffer if one serviceman tried to outdo the other. The whole idea of good service, he believes, is to give the best for less money to the customer. The men do participate in a hospitalization program, the cost of which is split between them and the firm.

TK's servicemen have business cards which they leave when a customer is not at home. Rather than leave the customer uninformed about his calling, the card is left noting the time he came and a phone number to call and make another appointment.

The "Professional" Way

"This is effective from the standpoint of making him more professional. Customers like to know whether the repair man showed up. Not to leave a note or to have to scribble one on a piece of scrap paper shows a lack of professionalism. The card does not," Crouse believes.

Although directing 5 percent of its gross to advertising in news papers, the store encourages service calls with direct mail to newcomers taken from utility lists.

To help bring about second calls, servicemen place stickers giving TK's phone number and address on the back of sets they repair. Space also is provided for noting the date of the last repair work and who did it.

Files are kept on customers new set buyers and repair calls for five years. They are checked constantly by store personnel who phone customers to ask how their sets are working if they have not had service in six months.

"We try to find out if the sets are operating properly, but most important, we want to be sure they haven't turned elsewhere for service. We ask if TK's work has been satisfactory and if the serviceman's attitude was proper. Their criticisms and the occasional meetings I have with servicemen help improve service and customer confidence in it," Crouse remarks.

Occasionally a set may require several days in the store for repair. As another convenience to customers, TK will provide a "loaner" set for a charge of \$3 during the duration of the repair work. Crouse points out that this policy helps create new sales because customers appreciate the store's efforts to give them continuous TV viewing.



GENERAL ELECTRIC • WESTINGHOUSE KNAPP MONARCH (K&M) • SUNBEAM FRIGIDAIRE • TUTTLE & KIFT • NORGE CORY • LINDEMAN & HOVERSON (L&H) RCA-ESTATE • TOASTMASTER • ARVIN HOTPOINT • STERN BROWN • DOMINION NEWARK STOVE • NELSON MACHINE SON-CHIEF • MONARCH • METAL-WARE THE MASSIC ARCS • 91. 97. TUTTLE LANDERS FRARY & CLARK • OGDEN TUTTLE ELECTRIC • WESIX • HOTPOINT GENERAL ELECTRIC • WESTINGHOUSE KNAPP MONARCH (K&M) • SUNBEAM FRIGIDAIRE • TUTTLE & KIFT • NORGE THERMADOR • AVCO • H. W. TUTTLE CHROMALOX • EDWIN L. WIEGAND

more ICHROME heating elements in more appliances from more manufacturers than ever before!

It's breaking all previous records for the Driver-Harris Co.! And you're bound to profit too...because Nichrome* can help you make more sales—and more extraprofit sales! It's so easy. Your customers trust Nichrome quality. So tell them "This appliance is equipped with Nichrome Heating Element". These few words speed the sale of electrical appliances at every level of distribution.

Sichrome V and Nichrome are manufactured only by



Driver-Harris COMPANY

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario



*T M Reg U S. Pat Off.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

If You're Interested in Volume Hotpoint Full Profit



The New,
LOW-COST
Hotpoint
Special Deluxe
AUTOMATIC
ELECTRIC
RANGE
MODEL
RBS 165

And Here Are More LOW-BUDGET Models



Here's distinctive styling and automatic cooking features at a price far less than anyone would expect to pay.

Hotpoint's Deluxe Model RB 69 has all of the features of the RBS 165, plus a deep-well Thrift Cooker and provision for the plug-in Golden Fryer and Golden Griddle which are available as optional accessories. And there's a choice of 5 beautiful Hotpoint Colortones, or Classic White.



Range Sales... Here's Your Answer...

Low Priced Value Leaders



Spearhead Your Range Sales With This Low-Cost Beauty!

Here Are 9 Deluxe Features That Make The Hotpoint Model RBS165 The Value Leader Of The Industry!

• New "Super 2600" Calrod® Unit • Pushbuttons • Giant Super Oven • 4 Calrod® Surface Units

- Calrod® Bake and Broil Units Fluorescent Lamp Time-Saving Time Center Automatic Oven Temperature Control
 - Two Appliance Outlets-One Automatically Timed

These "Extra-Value" Features . . .

Oven Shelf Guides fused into oven walls . . . three Storage Drawers . . . bright aluminum Reflector Pans . . . Redi-Guide drip tray . . . extra-thick oven insulation on all six sides . . . plus Titanium Porcelain finish.

Now you can sell all those prospects who thought they couldn't afford a new electric range. Here's a full-size automatic electric range that's loaded with famous Hotpoint quality and convenience features—yet the price is so low you'd never believe it. Hotpoint's Special Deluxe Automatic Electric Range will give you the sales dynamite to blast a big hole in the low-budget market.

The RBS 165 is a price leader affording you a healthy profit!

Put the Special Deluxe Model RBS 165 to work for you—soon!

See your Hotpoint Distributor for the complete Hotpoint Electric Range story. And be sure to ask him about Hotpoint's hard-hitting local merchandising program that's tailor-made to establish you as Hotpoint Headquarters in your market!

That Combine Price With



Quality ...

Hotpoint Model
RB 70 is the
only automatic
electric range in
its price class that
offers double oven
convenience!

This model combines all the features and distinctive styling of the RB 69, but in addition it has a giant Super Oven plus an All-Calrod Thrift Oven and two full-size Broilers. You can offer this truly deluxe automatic electric range at a price that challenges comparison—anywhere!

look to

Hotpoint
for the finest... first!

CARLES - REPRESENTATIONS - APPOINTED STATES - CONTINUES - DEPOSABLES - REPRESENTATION - MATTE REASES - 1800 INVESTED - AIR COMMINIONES - CASTORILIN MOSTPOSINT CO. (A Division of General Electric Company) 5500 West Taylor Divisio, Chicago 44, Illinois

Available in

Beautiful

Colortones

Coolerator



You can put yourself in this unique top-man-on-the-totem-pole spot. Just add up these Coolerator dealer advantages and you'll see what we mean: A complete, top-quality line to satisfy all your customers needs; retail prices that meet or beat the competition at every turn; and when each sale is rung up—a higher profit for you. It makes sense . . . and it's not too late to get started with Coolerator for your summer selling season.

6 ALL-NEW ROOM AIR CONDITIONERS WITH MANY EXCLUSIVE FEATURES

There are Coolerator Custom and Super models in capacities from 3/4 HP to 2 HP. The many outstanding, sales-clinching features include: extra health filters, concealed push-button controls, exclusive night light, 4-way directional, draft-free grills, beautiful styling, easiest installation, whisper-quiet operation.

5 NEW WINDOW FANS, PACKED WITH CONVENIENCES CUSTOMERS WANT

High capacity 20 and 24 inch models that turn on and off automatically as room temperature changes. Electrically reversible and two-speed operation at the push of a button. Finger-proof grills, near-silent running are other features your customers will appreciate.

THE OUTSTANDING, NEWLY-STYLED COOLERATOR DEHUMIDIFIER

This is your best opportunity to profit in the fast-growing Dehumidifier market. Eliminates the discomfort of high humidity and the damage it causes in the home. No installation—just plug in to operate. Big 1/5 H.P. capacity. Removes up to 24 pints of moisture daily from areas up to 13,000 cu. ft. Operates quietly, styled for any room in the home.



	Street, Albion, Michigan
Please send me Coolerator Home	complete information on the Comfort line.
Name	
Company	
Address	

80 Kitchens

- CONTINUED FROM PAGE 87 -

out to \$1,235 apiece. The average doesn't tell a true story, however, as Stahl performed some kitchen modernizations which included only cabinets, or a new counter top, a sink and garbage disposer, etc.

"In 14 months," he says, "we did

"In 14 months," he says, "we did so much kitchen installation volume that our gross for 1955 was increased by some 27%—even though appliance sales and service operations were definitely down from 1954 figures."

Big Ticket Sales High

Significant is the high percentage of "plush" kitchens pegged at \$4,000 and \$5,000. One, for example, sold at \$5,800 and included complete built-ins throughout, combined direct and indirect lighting, air conditioning, and other such deluxe features. A dozen others have amounted to only slightly less dollar volume and most have brought editorial comment in neighborhood newspapers and in one instance even in the metropolitan Denver Post. With such creations going into homes 25, 35, and even 50 years old, it was only natural that the Bath 'n' Kitchen Shop should be talked about—and usually in glowing terms. When the books were closed

Always remember, it's no sin to tell a customer a lie—as long as it's a flattering lie.

for 1955, the kitchen installation load had gone to such proportions that it accounted for a gross profit of \$36,-669.80, 75% of the amount paid for in cash.

Currently, Stahl is doing all of his own selling with a designer sketching out the prospective kitchen on sheets of graph paper only when necessary.

of graph paper only when necessary.
"We have found that expensive hard to produce presentations aren't necessary." Stahl says. "Instead, we are simply using miniature kitchens, asking the housewife and husband to sit down right in the model kitchen and work out the details and arrangement on the spot. We sold one

(Continued on page 116)



"COULD YOU MAYBE WAIT ON ME DURING THE COMMERCIALS."

SURVEY AFTER SURVEY SHOWS CUSTOMERS SAYING:

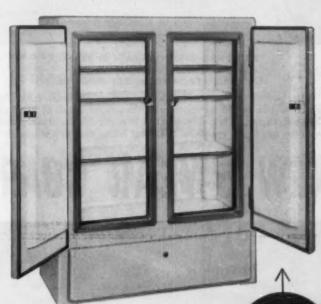
"Our next freezer will be an upright ...and bigger!"



AND WILSON'S GOT THEM-TO ADD TO YOUR PRESENT LINE



35 cu. ft. New Wilson Upright Model BF-350—full 35.38 cu. ft. capacity. Sparkling white, with gold and blue trim. Inventory Chart. Door Racks. Many customer-pleasing features!



25 cu. ft.

New Wilson Upright Model BF-250C—full 25.4 cu. ft. capacity. Smart gray finish. Your best answer to the growing demand for a BIG freezer at a low price!

Suggested to retail at only \$59995

BIG WILSON SECTIONAL FREEZERS (remote)



Model FI-301, ideal for estates, farms, etc. Can be enlarged later.



60 cu. ft.

Model FI-901, holde 2001
lbs. of frozen food. Easi
ly added to -- in sections



90 cu. ft. Model F1-901, holds 3000 lbs. frazen food, but only 29% THERE'S PROFIT COMING UP IN BIG-SIZE FREEZERS. And you can enjoy this extra—big-size—profit by adding Wilson freezers to your present line. Even if you're already married to a limited line of freezers, you'll find Wilson's non-conflicting sizes an ideal way to meet demand.

Wilson offers the most complete freezer line on the market. There are chest freezers in 15 and 20 cu. ft. capacities, uprights in 15, 20, 25, 35, and on up to 90 cu. ft. capacities in the bigger Wilson sectional sizes.

Don't turn down any orders. Get the full story on big Wilson freezers today. A few attractive distributor franchises are now open, too. Mail the coupon.

Also available with interior compartment doors



WILSON HOME FREEZERS

WILSON REFRIGERATION, Inc., SMYRNA, DELAWARE
Division, Tyler Refrigeration Corporation

Wilson Refrigeration, Inc., Dept. EM-4, Smyrna, Delaware.

Rush information on opportunities in Wilson | Complete Home Freezer Line | BIG Home Freezers only | Sectional Storage Freezers.

Name | Distr. | Dealer



"WE'VE HAD A 50% INCREASE IN SALES!" Curtis W. Kleintop, Traffic Appliance Mgr. Eastern Light Co., Allentown & Bethlehem, Pa.

"It's no wonder we've had a 50% increase in Hamilton Beach sales. For many years we've told our customers of the superior quality of Hamilton Beach appliances. It is gratifying to now have our confidence punctuated with the new 5-year guarantee. It has cut selling time to a minimum."



"ONE OF STRONGEST SELLING POINTS IN APPLIANCE FIELD!"

John Higley, Higley Meyer Electric Co., 962 Main Street, Dubuque, Iowa

John Higley explaining advantages of the 5-year guarantee to sales personnel. Says Mr. Higley: "We feel that the new 5-year guarantee is one of the strongest selling points in the appliance field today. Our firm has handled Hamilton Beach products since the early '30s, mainly because of the high quality, which has always kept our customers happy!"

NEW 5-YEAR GUARANTEE ACCLAIMED BY





"SELLING TIME WAS CUT IN HALF!"
A. E. May, May & Jackson, Jackson, Miss.

"The Hamilton Beach has always been our best selling mixer. But with the new 5-year guarantee, the new Cake-Mix Timer, and the beautiful new chrome models, we were able to increase our sales better than 30%. With these added features our selling time was cut in half. Also, we certainly endorse your merchandising policies."

"INCREASED CHRISTMAS BUSINESS 300%!"
W. F. Martin, Colfax Radio & Appliance Co.
5128 Colfax Ave., Denver, Colorado

"Our Christmas sales of Hamilton Beach mixers increased 300% over a year ago. We attribute most of this increase to the new 5-year guarantee. Quality is something you can always sell. And Hamilton Beach quality stays sold. We know when we sell a Hamilton Beach mixer that we have a satisfied customer."





"AS GOOD AS AN INSURED SALES POLICY"
Hugo S. Poran, Melrose Appliance Center
412 Main St., Melrose, Mass.

"The new 5-year guarantee is as good as an insured sales policy to us. With all the new Hamilton Beach plus features and style, we simply mention the 5-year guarantee, and the sale is

closed. We've always done well with Hamilton Beach, as I believe it to be the best value, but this Christmas Hamilton Beach outsold all other mixers in our store two to one!"

HAMILTON BEACH DEALERS EVERYWHERE

Evidence like this keeps pouring in—actual living proof that the 5-year guarantee is red hot!

Dealers both large and small, from all parts of the country, report amazing sales increases! Add it up yourself, and you'll see why! Consumers can't help but be receptive to a guarantee that's 5 times as long as ordinary guarantees. They can't help but appreciate the beauty of the new chrome food mixer, and the new Mixette—now in stunning pastel colors. Nor can any gift-minded prospect resist the advantages of the most complete selection in mixers!

This new line is outselling any previous line in our history. Yet we're pre-selling harder than ever with big national ads in popular magazines like the Saturday Evening Post, True Story and Better Homes & Gardens. And every sale that comes your way stays sold. Because the 5-year guarantee frees you from service problems—assures you full profit. Act now! Catch onto the line with the most "catching" combination in mixers.

The Only 5-Year Guarantee in Mixers

FULL PROFIT MARGINS, OF COURSE!



HAMILTON BEACH

HAMILTON BEACH CO., DIV. OF SCOVILL MFG. CO., RACINE, WIS.

Get all that only the hottest line gives you!

THE MOST COMPLETE SELECTION IN MIXERS



NEW PORTABLE MIXETTE Now comes in 5 colors pink, yellow, turquoise, white and chrome. Fits her hand, kitchen, and purse. New longer beaters. Flat back rest. Retail, \$19.50 in colors; \$21.50 chrome. NEW FOOD MIXER
Ends "hit-or-miss" mixing.
Combination of new beaters and Bowl Control action
beats everything. New CakeMix Timer (\$4 extra) enda
guesawork. Retail, \$30.95
white; \$49.95 chrome.



NEW LIQUI-BLENDER Has new "Cut-'n-Fold" action that blends faster, cuts finer, for the quickest, easiest food-fixing ever. Two speeds, no-splash top. Free recipe book. Retail, \$39.50 white; \$44.50 chrome.



HOME DRINK MIXER
Makes real soda-fountain
drinks! Once kids see it,
they keep coaxing. Because
at home, everyone can
make malteds as thick as
they like—in any flavor.
Retail, 422.00 white finish.





Ultra Twenty

... THE FAN DESIGNED FOR THE FUTURE



ELECTRICALLY

Take full advantage of this Nation-wide Promotion Theme . . . Sell more fans and other appliances. Display this emblem in all your advertising. It's here NOW . . . the smart, practical, eye-catching fan that will set the pace for 1956. It's the fan with EVERY practical feature your customers want . . . "SAF-T-EYE" Lamp, tells when the power is on . . Three Speed Breeze Control . . . Automatic Built-in Thermostat . . . Electrical Reverse . . all grouped together in a recessed black and gold control panel. And you have four luscious DECOR-ATOR colors to offer . . . first time in ANY fan. This 20 inch All-purpose "Ultra Twenty" has spacer panels included. It's just one of the many ALL NEW LAU Fans for

See Your Sales Representative or Write Us Today for Information on the Full Line



STEVE ALLEN will sell Lau Fans for you!

again for 1956... Lau will be on the N B C network, coast to coast... to sell more fans for YOUI

tonight



LAU FANS · The Lau Blower Company

DAYTON 7, OHIO

Other plants in Kitchener, Ont., Canada and Azusa, California

80 Kitchens

-CONTINUED FROM PAGE 112-

\$5,000 job in less than an hour with this simple system. Of course, we are willing to make plans, but strange as it may seem we have found that this isn't as important a step as it may seem. When we first contact the prospect and get an encouraging response, we are often asked to work up a color sketch with complete details. Right away I make it plain to the customer that the plans will add another \$25 to the cost. This is enough to discourage most people, but it has yet to cost us a kitchen sale. Another thing, when we do make up plans or sketches of any sort, we make it plain to the prospect that we will not leave them with the homeowner unless the order for the remodeling job has been signed."

The one bad thing about tomorrow for the average electrical appliance salesman is that it always looks so busy compared to today.

On excellent terms with most of his prospects before the first step in kitchen modernization begins, Stahl has continuously capitalized on his good will by getting the pleased past customer into the act. He keeps a complete file record of every job and when a homeowner with a particular remodeling problem is hard to sell he can always find a kitchen of similar size to which the prospect can be escorted.

"We simply telephone the housewife, ask whether we can show the kitchen to some prospects just like herself and then ask them to hop in the car and drive over", the Denver dealer says. "Vanity being what it is, most of our house remodeling customers are intensely proud of the result and thoroughly willing to cooperate."

Are Appliance and TV Dealers Human?

From the things that are sometimes, said about them you wouldn't think so.

But Electrical Merchandising found out—right from the mouths of almost 600 retailers who told us how often they go to church, how many hours they work, how many children they have, what kind of cars they drive, who they'll vote for this fall, and scores of other details about their private lives.

It's coming next month, a full length portrait of

YOU

'Gas Ranges give us fastest turn-over and biggest profit

says: WILLIAM GLICK, Glick Furniture Co.,

Columbus, Ohio



4 Ways to Increase Gas Range Sales and Profits...

- 1. Demonstrate. Hook-up live models and let prospects sell themselves.
- 2. Train. Set up a sales training program today so you can close more sales.
- 3. Tie-in. Cash in on the gas industry's multi-million dollar national and local gas range promotions.
- 4. Service. Give good service and follow-up each sale.

Survey after survey proves you can make more money selling gas ranges than any other major appliance. Here's why:

- Higher mark-up. You get larger percentage mark-up with gas ranges.
- 2. Faster turnover. You get more gas range unit sales from every \$1,000 invested in inventory.
- 3. Easier selling. Gas ranges have greater consumer acceptance.
- 4. More selection. You and your customers have a wider variety of makes and models to choose from.

That's only part of the story.

Ask your gas range manufacturer's representative, distributor or gas utility how you can increase your gas range sales and profits even more.



PARADE NAME COMPANY ADDRESS.

GAS APPLIANCE MANUFACTURERS ASSOCIATION INC. 60 East 42nd Street, New York 17, New York Please send me your FREE booklet, "QUICKIE DEMOS," THAT SELL MORE GAS RANGES.

STATE

GneMinute

ZENITH

Dexter (Philco)

ambassador

CORONADO



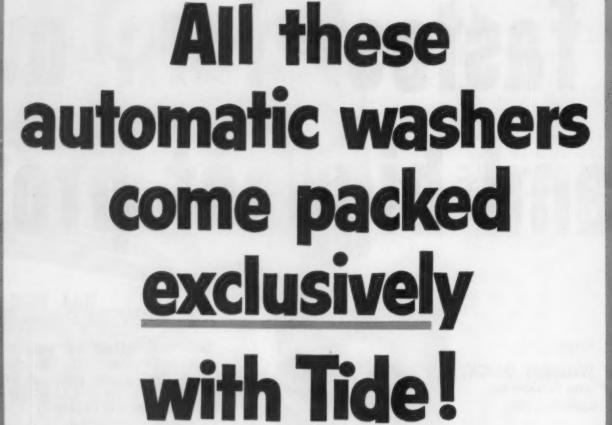
Barton



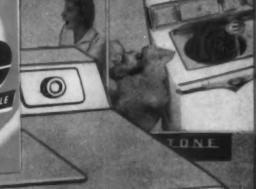
MARQUETTE



GENERAL & ELECTRIC







The makers of 25 automatic washers recommend Tide



- Yes, the makers of every one of these top-loading automatic washers pack a box of *Tide* in every machine they manufacture!
- Thousands of distributors, servicing dealers and service companies demonstrate with *Tide*...they know that washability complaints practically disappear with *Tide!*
- More women use *Tide* in their automatic washers than any other washday product!

Start your customers off right-recommend Tide!

EASY

Thor

MARQUETTE

Hamilton



Motor Rebuilder Praises **KLIXON** Protectors for Protecting **Motors From Burnouts**

HUNTINGTON, N. Y.: Mr. Edward S. Dole of Rex Electric Motors is in a position to know how Klixon Protectors save motors from burnouts. He writes:

"I have seen so many specific cases where Klixon Protectors saved the motor from a burnout that I know they can be depended on to give reliable protection."



Klixon Protectors Reduce Service Calls and Repairs by **Preventing Motor Burnouts**

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW PREE INFORMATIVE BOOKLET, "THE STORY OF THE SPENCER DISC"



METALS & CONTROLS CORPORATION SPENCER THERMOSTAT DIVISION 2505 POREST STREET, ATTLEBORO, MASS.

How to take an Easier Physical Inventory

CONTINUED FROM PAGE 92 -

This provides an opportunity to bring the book inventory up-to-date with all receiving records. Stock that has been delivered and not paid for should be inventoried and charged up on the books as an invoice payable. Time will be saved if all stock that has been received is checked, marked and placed in its proper place before the stock count starts.

Be Consistent in Valuation

FIFTH, use a standard inventory

ing sheets. Many times an appliance dealer will have a heavy inventory shortage. If this happens, there is usually a re-count to check on the accuracy of the first count. Then, in the re-count the total will be just about what the book inventory reveals.

The re-count can be avoided by establishing some type of control on all listing sheets. Many appliance re-tailers set up a system of serial num-bers for all listing sheets. These num-bers are listed on the floor plan of the



ORGANIZE the stock for easy, accurate counting.

valuation. Some appliance dealers take their physical inventory at cost or market whichever is lower. This makes it necessary to check on the actual cost price, compare this with the lowest price, compare this with the low-est wholesale quotation, and enter the lowest figure on the listing sheet. Naturally, this is time consuming, but it does provide an accurate up-to-date figure for the inventory.

Other electrical appliance dealers have adopted the plan of using the retail selling price of the stock when taking the inventory. This makes counting and listing easier and quicker. However, it may result in an inaccurate cost of inventory reported in the profit and loss statement. With this plan, the inventory is taken at the re-tail price, totaled at retail, and reduced by subtracting the markup re-ceived from the total retail valuation.

One danger that should be checked carefully in taking the physical inventory is where a combination method of valuation is used. For instance, some appliance dealers list the small repair parts at retail and use the purchase cost or the market cost on more expensive appliances. This eliminates an under- or an over-valuation of the inventory based on average markup.

When this combination method is used for pricing the merchandise on the inventory, it is best to mark each listing sheet with a "cost" or a "retail" heading to avoid confusion. Then, when these listing sheets are summarized, the cost and the retail sheets can be kept separate and handled as the case demands.

Previde Centrals and Checks

SIXTH, provide a control of list-

store for easy checking. Then, if one listing sheet is missing when the summary is being made, it is an easy matter to check the spot where the sheet was assigned.

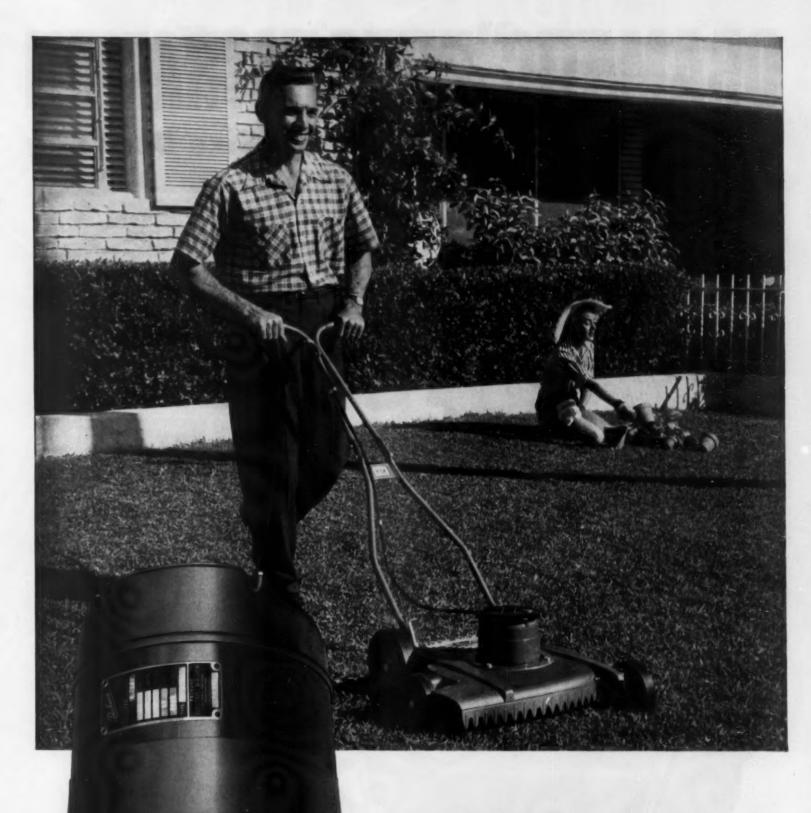
Another type of control some appliance dealers use is to make a duplicate listing of all merchandise. Carbon is used between the listing sheets and the count is recorded in duplicate. Then, when the office employees or the outside bookkeepers are extending and totaling the sheets there is a double check. One employee has the original sheet and another has the duplicate. If their totals for the page agree, it is assumed that the extensions and the totals are correct. An error is discovered in a minimum of time because there are few items to check.

Spot checking of actual counts dur-ing the inventory is another helpful control. For instance, counting one parts bin and checking the quantity against the counting and listing team will help the employees keep on their toes to avoid any errors. When an toes to avoid any errors. When an error is discovered, it is usually best to have the counting and the listing team re-count the stock in question.
Remember: It is possible for the re-

counter to make a mistake, too.

Make Use of the Results

SEVENTH, review the results of the physical inventory. One spot for a review is in the "outs" that were not noticed in normal operation. Another thing to check in this review is an excessive inventory of certain items. Knowing these bulges or dents in the stock makes it easy to take steps to bring about better balance in the inventory.



satisfied customers don't keep it a secret!

This man's bought a new way to do an old job . . . an electric power mower to cut his lawn. It's powered by a Packard Electric motor, in fact, and he's letting his neighbor in on its smooth, quiet, dependable performance. No, there's no secret here. There seldom is when an appliance is Packard-powered!

Packard Electric is an old hand at building satisfaction into motors. For over 39 years, Packard fractional horsepower electric motors have been delivering the kind of performance that makes for scenes like this. And scenes like this can't miss building sales and goodwill for appliance manufacturers.

Packard Electric Division General Motors, Warren, Ohio

DRAMATIC DEMONSTRATION

Sells Eureka's New Double-Size Dust Bag



Introduced with the Sensational All-New 1956

EUREKA

Super Roto-Matic

MODEL 910

IT'S LIGHTER!
IT'S MORE POWERFUL!

EUREKA'S exciting new giant, DOUBLE-SIZE paper dust bag supported by a giant DOUBLE-SIZE cloth bag is the hottest demonstration-selling feature to hit your sales floor.

Make no mistake—this DOUBLE-SIZE dust bag plus EUREKA'S new CYCLONIC AIR ACTION prevents clogging of the dust bag...keeps suction power at much higher cleaning efficiency even with many pounds of dirt in the bag. Then, too, the bag lasts twice as long...cuts replacement cost 50%.

These two dramatic demonstration sales-winners

These two dramatic demonstration sales-winners plus the many other advanced new EUREKA features quickly prove the all-new 1956 Super ROTO-MATIC the greatest cleaner value on wheels!

Still only \$6995

LOADED WITH EXCITING NEW FEATURES

- New Double-Size Dust Bag
- New Cyclonic Air Action
- New Zip-Clip Open-Easy Top
- New 4 Rubber Swivel Wheels
- New Lighter Weight
- New Easy-Glide Rug Nozzle
- New Deluxe Tools with Vinyl Hose
- New Step-On Toe Switch
- Motor rated 750 input watts (1 H.P.) at 14,000 R.P.M.
- Full One Year Guarantee

EUREKA WILLIAMS

MAY, 1956-ELECTRICAL MERCHANDISING

WITH "SEE-THRU"TOP.

and Cyclonic Air Action

CYCLONIC AIR ACTION

In Big Double-Size Dust Bag makes terrific "Show-Sell" **Store Demonstration!**



SPECIALTHIS WEEK! FREE!

Violent cyclonic movement of confetti is seen through clear vinyl demonstration top.

Spectacular demonstration shows why even large quantity of dirt does not clog sides of Eureka's big Double-Size Dust Bag. Only Eureka has it!



Special Clear Vinyl Demonstration Top used to replace regular steel top

Price to dealers \$300





--) FOR 10 DAY HOME TRIALI

uction Locks Vinyl Top To Cleans

> Order mats from your Eureka your big Spring

OTHER CURRENT EUREKA MODELS INCREASE DEALER SALES!

EUREKA

Roto-Matic Model 805

Formerly \$69.95

Roto-Dolly at slight extra cost. Feature in "Box" in all new Model 910 ads.

EUREKA

Automatic Model S-255

. . . with throw-away paper dust bag. For wall-to-wall carpets—big rugs. Beats, Sweeps and Suction Cleans

PLUS TRADE-IN

Regular Price \$89.95-Tools \$19.95

CORPORATION . BLOOMINGTON, ILL. Supplee, Biddle, Steltz Co. Philadelphia, Pa.

May Hardware Co. Portland, Oregon

Morley Brothers Saginaw, Mich.

these outstanding distributors

Hibbard, Spencer, Bartlett & Co.) Evanston, III.



now selling in a NEW and DIFFERENT volume way!

CITY.

This is it . . . the PET sales plan that both distributors and dealers want, because they helped plan it! It's a continuing, local area sales plan that moves power tools in volume. With big, powerful newspaper ads, and the most complete, effective merchandising kits the industry has ever seen. Plus our sales and advertising personnel detailed to help you put your program over with a bang! All backed by strong national ads keyed to the local promotions.

And there's plenty more! Like the report from a leading research institute which contains the unbiased facts about power tools . . . and proves PET a top line.

Find out about this new and different PET plan and you'll find a new high in power tool sales!



all to: GEORGE WEATHERBY, Sales Manager PORTABLE ELECTRIC TOOLS, INC 320 West 83rd Street, Dept. EM-5-56, Chicago 20, Illinois

Please send me full details about your new PET sales plan.

FIRM NAME

ADDRESS STATE

Water Conditioners

CONTINUED FROM PAGE 95 -

percent advising that such was not the case. Types of water condi-tioners installed are shown in the chart which follows.

Type of Unit

	No. Dirs.	% Dirs.
Automatic	7	41.2%
Manual	8	47.1
Semi-Automatic	6	35.3
Other	0	
TOTAL	21*	123.6%

* Multiple Answers

Dealer Promotional Activity

Most dealers were taking only a passive interest in the promotion of the product in their particular area. An unimpressive 4.2 percent area. An unimpressive 4.2 percent advised being engaged in some activity along these lines, while better than 65 percent returned an emphatic "no" to the question. Just under 30 percent (29.7) were not inclined to identify themselves as being promotionally or non-promotionally minded.

Those answering affirmatively regarding promotional activity were asked to outline just what they were doing. Answers ranged from, "ten percent rebate on initial in-stallation cost" to "displaying, advertising and selling in conjunction with automatic washers and electric water heaters." Others were doing "occassional advertising and window display" in an effort to move the product.

"How do you get your leads?", was one of the questions asked in (Continued on page 131)

So All Appliance Dealers Own Cadillacs?

You can take it from usthat's a canard.

So are a lot of other things that are said about appliance-TV retailers. We know the real story, because we got it from dealers themselves and you'll know it, too, when you read all about YOU in the June

Electrical Merchandising

Here's Why

More Families Are Buying

Hotpoint

COMBINATION REFRIGERATOR-FREEZERS!

it's big
it's new
it's more
convenient
and ONLY

has it!



MODEL 6ER12—In a Hotpoint Colortone 12.0 Cubic Feet Capacity 91-Pound Freezer Capacity 15.2 Square Feet Shelf Area

Hotpoint Exclusive TWO-dor Big Bin

Just Open the Door for the Most Convincing Sales Story You Ever Told!

BIG·BIN brings you the greatest refrigerator feature in the industry. The convenience of the roomy SWING-OUT BOTTLE STORAGE and SWING-OUT VEGETABLE CRISPER is a blessing to busy mothers and homemakers. The food that's reached for most can all be stored in the BIG·BIN door.

Two SEPARATE COOLING SYSTEMS provide a 91-pound TRUE FOOD FREEZER and a large IDEAL-HUMIDITY REFRIGERATOR. And the BIG*BIN COMBINATION is on ROLLERS. This is another Hotpoint exclusive that really MOVES refrigerators. Other BIG*BIN Refrigerator models are described inside.

Only Hotpoint offers.



NEW Hotpoint
Rice-Rice

Single-Door ON ROLLERS!

- Giant-Size Swing-Out Bottle Bin
- Giant Swing-Out "Showcase Crisper" Bin
- New Circulaire Cooling keeps fruits and vegetables fresher
- 75-Pound Capacity True Food Freezer
- Big Ideal Humidity Refrigerator
- New Dairy-Stor with Cheese Keeper, Butter Bin and Egg Rack
- . New 4-Way Adjustable Aluminum Shelves
- Frost-Away Automatic Defrosting

ANOTHER Hotpoint FIRST...
The Big-Bin

Swings "round-the-clock"
needs out in front!

Where More Freezer Space Is Needed!

NEW Hotpoint



ON ROLLERS!

- Big Ideal Humidity Refrigerator holds everything within easy sight, easy reach
- Giant 123-Lb. True Food Freezer has glide-out storage basket for easy loading
- New Dairy-Stor with Cheese Keeper, Butter Bin and Egg Rack
- New Porcelain-Finished Twin Vegetable Crispers
- Frest-Away Automatic Defresting

WORLD'S MOST CONVENIENT

puts most-used foods at eye heightfrozen foods in separate freezer below!



the Big Bin ... Now Available In 3 Models to Sell Every Price Market ...



NEW Hotpoint
LOW. Big-Bin
Refrigerator

Now you can offer Big * Bin advantages for all budgets. The low-priced Big * Bin offers:

- SWING-OUT Bottle Storage
- SWING-OUT Vegetable Crispers
- Big 49-Pound Full-Width Freezer
- Big 10.8 Cubic Feet Capacity
- Full Width Chiller Tray
- Butter Bin 3 Deep Door Shelves
- 4 Full-Width Shelves—Top Shelf Divided

MODEL SECTI



World's Largest Door Shelf Gives You World's Best Sales Advantages

SWING-OUT BOTTLE STORAGE—Bottle compartment stores tall bottles where they can be handled with greatest ease and safety. Holds as many as eight half-gallons of milk with space to spare for other beverages!

REMOVABLE SWING-OUT
VEGETABLE CRISPER — Showcase crisper

holds 2/3 bushel of fruits and vegetables out on display, yet keeps their garden-fresh flavor sealed in. Easily removed for refilling or cleaning. Swings Round the Clock needs out in front!

. . the Answer to <u>Every Customer's Needs</u> . . . Refrigerator-Freezers . . . Feature-Packed . .

*Another Hotpoint Exclusive— Cabinets ROLL OUT for Easier Floor Care!



ONLY Hotpoint HAS IT—
ROLLERS ON ALL 4 CORNERS!



A touch of the toe and these new Hotpoint Combinations roll out for easy cleaning, decorating, or recovering fallen articles! Toe lever also locks so cabinet rests securely and evenly on the floor.

*Standard equipment on every family-size refrigerator and combination or as a low-cost optional accessory.

MODEL 6EW12

Ever Popular

TWO GOT COMBINATION

Separate outer door makes in possible to use the

Fresh Food Comparing contents use the

NEW Hotpoint
TWO-dor ON ROLLERS!

- Big 91-Pound True Food Freezer
- Big Ideal-Humidity Refrigerator
- Big 19.8 Square Feet of Shelf Area
- New 4-Way Adjustable Aluminum Shelves
- New Dairy-Stor with Cheese Keeper, Butter Bin and Egg Rack
- New Percelain-Finished Ideal-Humidity Crispers
- . New Frost-Away Automatic Defrosting



MODEL 6EG12

d Now ALL Available with ROLLERS!



A COMBINATION Refrigerator-Freezer At the Price of an Ordinary Refrigerator!

- Two Separate Cooling Systems
- 75-Pound-Capacity True Food Freezer
- Ideal-Humidity Fresh Food Compartment
- Frost-Away Automatic Defrosting
- . Deep Door Shelves . Butter Bin

MODEL 6EF11



SEE HOTPOINT'S COMPLETE REFRIGERATOR LINE.

AVAILABLE IN BEAUTIFUL DECORATOR-APPROVED

HOTPOINT COLORTONES...Coral Pink, Sunburst Yellow,

Meadow Green, Seafoam Blue and Woodland Brown







SPACIOUS 6EG12 has the storage space and many of the deluxe features of Hotpoint's biggest combination. It offers:

- Big 19.1 Square Feet of Shelf Area
- Big 75-Pound Capacity True Food Freezer
- Big 12.2 Cubic Feet Capacity
- New Ideal-Humidity in Fresh Food Compartment
- * Frost-Away Automatic Defrosting

COMPACT SEGII offers many of the conveniences of larger refrigerator-freezers.

- Big 75-Pound True Food Freezer
- Big 16.7 Square Feet of Shelf Area
- Big Dairy-Stor for Butter, Cheese and Eggs
- · Divided Shelf for Bulky Items
- Frost-Away Automatic Defrosting

MODEL 6EG11

S IT-

RNERS!

Big Family Size...Priced for the Budget-Minded!



Hotpoint
Super-Stor
Refrigerator

Here's the refrigerator that's deluxe in every way except price. This family-size refrigerator provides giant capacity and storage convenience for both fresh foods and frozen foods. It offers:

- Big 49-Pound Full-Width Freezer Capacity
- Big 17.0 Square Feet of Shelf Area
- Big 10.8 Cubic Feet Capacity
- · Full-Width Chiller Tray
- · Four Deep Door Shelves
- · Ideal-Humidity Vegetable Crisper
- Capri Color-Styling Porcelain Finish

Available with Rollers

MODEL 6EBII

Hotpoint Refrigerator-Freezers Are Being Pre-Sold to Your Trade With A Hard-Hitting Merchandising Campaign!

- On ABC's Tep-Ten-Rated TV Show The Adventures of Ozzie and Harriet May 18, June 1 and June 15
- In National Magazine Advertising

LIFE— 4-Color Spreads—May 7 and July 2 4-Color Page—June 4

LOOK—4-Color Spread—June 19
4-Color Pages—May 26 and July 17

BETTER HOMES AND GARDENS—2-Color Pages— May and July In Sunday Supplements

THIS WEEK, AMERICAN WEEKLY and PARADE Full Color Pages in 117 Local Papers May—June—and July

 Plus Other Magazines, Liberal Co-op Advertising, Timely Promotions and a Smashing Local Merchandising Program Tailor-Made for You!

If you're interested in a bigger share of the Refrigerator-Freezer market, call on your Hotpoint Distributor and look over all that Hotpoint has to offer to help you get it!

INVESTIGATE HOTPOINT'S LIBERAL FINANCE PLAN!

look to Hotpoint for the finest...first!

RANGES - REFRIGERATORS - AUTOMATIC WASHERS - CLOTHES DRYERS - DISHWASHERS - DISPOSALLS® - WATER HEATERS - FOOD FREEZERS - AIR CONDITIONERS - CUSTOMLINE
HOTPOINT CO. (A Division of General Electric Company) 3600 West Taylor Street, Chicago 44, Illinois

Water Conditioners

-CONTINUED FROM PAGE 124-

the survey. Answers to this ranged from, "mostly through users", "through sales of automatic wash-Store traffic was also mentioned as an important factor in the sale of water conditioners.

Dealers were almost entirely unanimous in their opinions on the most important water conditioner selling point to the consumer. "cleaner washing . . ., economy", and the "personal satisfaction of the user in the machine" were all mentioned prominently.

An Untapped Market

To sum up, it is estimated that a potential market for water conditioners exists in nearly 11,000,000 homes with really hard water, and to a lesser, but still important degree in those (29,300,000) with a water hardness of 3.5 grains and up. The 1955 sales total of 372,-000 water conditioning sales can be upped considerably but it is evident that the average appliance dealer must show an increasing awareness of the value and need of the product, both to himself and to his community.



Attached instantly, this ingenious new aid to TV and radio repairmen ends sec-ond story service problems when removing TV table models or chassis. With this new attachment, YEATS dolly users

can use the dolly for chassis and table models as well as oles . . . enjoy all the fa-mous YEATS handling conveniences: 30 second strap ratchet fastening, caterpillar step glide and on-a-dime turning. Folding Platform is 131/2"x24", priced at \$9.95. Call your YEATS

YEATS "Everlast" COVERS & PADS Washer Cover



upliance dolly sales co.





Maker of vacuum cleaners for home, business, and industry

See us during the Midsummer Market at our permanent display

Chicago

American Furniture Mart,

Also at the Atlantic City Housewares Show

Introducing "Skimpy Wiring" to your homeowner customers!

More than 15,793,000 readers of the Saturday Evening Post and This Week national magazines will see this dramatic Kennecott ad featuring "Skimpy Wiring"—the Dead End Kid of the electrical business!

It's another nation-wide advertisement in the Kennecott campaign for better home wiring with copper—a drive that helps you increase your sales of electrical appliances!

> Let Kennecott help you with your own local better wiring campaign, too!

SEND FOR FREE PROMOTION MATERIAL

Tell your customers the vital story of better home wiring. Send today for free poster-size blow-ups of Kennecott's full-page national advertisements for display in your store. Get free samples of the educational booklet, "The ABC of Home Wiring." Ask for list of at-cost prices of material available for your direct-mail use. No cost, no obligation I Just write on your letterhead to Kennecott Copper Corporation, Dept. M56, 161 East 42nd St., New York 17, N. Y.

MEET SKIMPY WIRING



The Electrical Delinquent found in 35,000,000 homes!

Look at that tangle of plugs and sockets! Note the frayed, weak-looking wiring! That's him, all right – Skimpy Wiring – the villain responsible for the electrical woes of homeowners all over the nation.

Have you a toaster that heats slowly? Does your TV set twitch when other appliances

go on? Do your fuses blow or circuit breakers trip too often? If so, beware... you are a victim of Skimpy Wiring!

Weak, worn-out home wiring cannot pos-sibly deliver full power to your appliances. It wastes electricity, can cause appliance failure, may even be a source of fire!

If you see signs of Skimpy Wiring in your own home, call an electrical contractor or

consult your local power company. Learn how easily you can have safe, *adequate* copper wiring installed to make your home more electrically livable!

Get FREE Booklet! "The ABC of Home Wiring" explains facts about your electricity, how you can make it serve you better. Write Kennecott Copper Corp., Dept. S46, Box 238, New York 46, N. Y.



Kennecott Copper Corporation
Fabricating Subsidiaries: CHASE BRASS & COPPER CO. · KENNECOTT WIRE & CABLE CO.



New dual-purpose attic fan is easy to stock, simple to install!

We call our new Model CA Ventura Attic Fan dual purpose because it can be used for either ceiling or wall mounting in the popular 24-, 30-, and 36-inch sizes.

The secret? The basic fan is available with side panels and rubber cushion strips — accessories which convert it from a vertical to a horizontal fan in a matter of minutes right on the job.

This dual-purpose feature makes installation a cinch—not to mention the big reduction in inventory it permits! Hardware and instructions are included with each side-panel set.

American Blower offers a complete line of fans—propeller fans, home ventilators, utility sets... a good reason why it pays to standardize on American Blower.

Why not call our nearest branch today for full information,

IT PAYS TO STANDARDIZE ON THE AMERICAN BLOWER LINE!

- Attic Fans for comfort cooling at low cost in homes, apartments, hotels. Ratings certified; vertical or horizontal models.
- Aeropel Home Ventilators for kitchen use, or small commercial ventilating jobs. Attractive design; quiet; easy to install.
- Ventura Fans for efficient commercial and industrial ventilation; propeller type; 10 to 72 inches. Certified ratings.
- Utility Sets for general supply or exhaust duty. Ratings certified; self-contained. Sirocco wheels, 3 to 36 inches.

Improve Sales Meetings

- CONTINUED FROM PAGE 97 -

real reason why every appliance dealer stages a sales meeting anyway.

- 5. Plan ahead for the next meeting, for sustained interest in such gatherings can only be obtained where there is a continuing thread between one meeting and another and where there is always something to look forward to the next time.
- 6. Keep personalities out of all sales meetings. If some member of the sales staff needs a good "chewing out" or faults corrected, our doing so in an open gathering before his fellow salesmen is going to make a nightmare of the affair for him. Where this is regular practice we can hardly blame any salesman for trying to avoid our meetings. Such corrective procedure achieves best results when handled in privacy. It also pays to avoid references to any such corrective discussion or "horrible examples," even though names are not mentioned, because everyone is sure to know who we are talking about anyway.

Which brings to mind another very important point . . . good sales meetings are always planned to present constructive material . . . not recite faults

An electrical dealer who says he is resting on his laurels is usually resting on something else most of the time.

or mistakes. Where such need pointing up we can be assured of better results by approaching them from the constructive angle every time. "Show me how to handle this prob-

"Show me how to handle this problem," one salesman spoke up at such a meeting, "and forget all this stuff about what not to do." He was so right; inspiration which men must receive from a sales meeting can come from nothing but constructive presentations.

7. Keep the meeting business-like if you want top results. Mixing horse play and the serious business of the meeting together ruins the amount of attention the men will give us. A certain degree of relaxation before and after such meetings always helps and should be part of the plan but when the tempo of the meeting is permitted to relax, side-play results in lack of attention and concentration. It is almost certain to end up in a meeting that had best never been held in the first place.

All of the foregoing points have made sales meetings successful but the most important of all is heavy emphasis on the HOW of selling in every such meeting. Where men are sure to get good ideas they can put into practical application we can always be certain that sales meetings will produce those results for which we stage them . . . more and more profitable and the sales are sales.

AMERICAN



BLOWER

Division of Ammican - Standard

AMERICAN BLOWER CORPORATION, DETROIT 32, MICHIGAN . CANADIAN SIROCCO COMPANY, LTD., WINDSOR, ONTARIO



wait till
you see
the new
Hotpoint
T.V. sets*



*Premier showing at Summer Furniture Market, June 18-29, Merchandise Mart, Chicago. Hotpoint Space 1120 Hotpoint Co. (A Division of General Electric Co.) LIKE THESE MAKE

Auaker HEATERS

Big Business!

1/11/1/23

4 NEW LINES WILL JUMP

NEW! "Space Saver"
FLUSH WALL OIL HEATERS

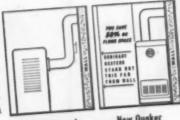
SAVES
50% of
FLOOR
SPACE



The greatest oil heater development in the last 40 years and only Quaker has it! These Quaker "Space Savers" stand flush to the wall, save 50% on floor space—make all other heaters and firshipped.

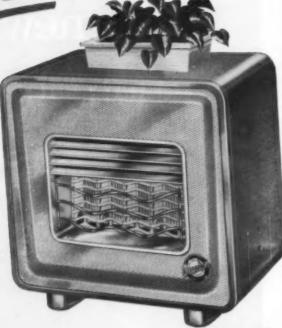
old-fashioned.

Finished in beautiful Hammertone Beige and Silicone "Gold." Safety approved by Underwriters Laboratories. The only oil heaters with a 3-Way Money Back Guarantee.



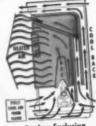
Old Fashioned

Hew Quaker Heater NEW SAFETY "COOL CABINET" UNVENTED GAS HEATERS



COOLEST OF THE COOL CABINETS

"Air Stream Construction!" The most advanced construction in unvented gas heaters and only Quaker has it! This new design keeps cabinet "safety cool"—eliminates danger of scorched furniture or draperies—insures longer heater life, greater dependability, greater safety—produces more radiant heat—delivers more circulation warmth! Luxuriously finished in beautiful "Sahara" lifetime porcelain and Silicone "Gold."



Quaker Exclusive Air-Steam Construction

4 New Models: 12,000—20,000— 30,000—40,000 BTU input capacities.

3 New Models: 40,000—55,000—65,000 BTU output capacities.

Auaker

MANUFACTURING CO.

Heating Division of Florence Stove Company

1147 Merchandise Mart • Chicago 54, Ill.

DEALER SALES UP 180% IN 1955!

YOUR PROFITS EVEN HIGHER IN '56!

NEW! 20-YEAR VENTED AUTOMATIC GAS HEATERS

RS



GUARANTEED 20 YEARS

Only Quaker Gas Heaters carry a 2-Way-20-Year Guarantee... both the advanced Quaker "Multi-Heat" burner and double porcelained combustion chamber are guaranteed 20 years... and only Quaker gives you a fully automatic gas heater... Automatic Forced-Air Warm Floor Blower, Automatic Minneapolis-Honeywell Temperature Control and Automatic 100% Safety Shut-Off... all factory installed.

Finished in beautiful Hammertone Beige and Silicone "Gold."

4 New Radiant Vented Models: 35,000—50,000—65,000—80,000 BTU input capacities.

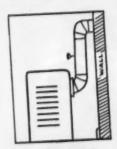
4 new "Blue Flame" Vented Models: 35,000—50,000—65,000 —80,000 BTU in-put capacities. NEW!

Decorator "COOL CABINET"
GAS WALL HEATERS

(vented or unvented)

HANGS ON WALL LIKE A PICTURE!

Requires no floor space! As easy to install as free standing gas heaters. The greatest development in gas heaters in the last 25 years and only Quaker has it. Makes all other heaters old-fashioned. Finished in beautiful Hammertone Beige and Silicone "Gold." Cabinet is extra-cool... extra-safe... can be re-painted to blend with any room color motif. Available in vented or unvented models.



ORDINARY HEATERS



NEW





QUAKER MANUFACTURING COMPANY 1147 Merchandise Mart - Chicago 54, Illinois

The "Hottest" Line in the Industry, Backed

TRADE-IN PROMOTIONS THAT

by the "Hottest" Promotion for 1956

Help you self more heaters than you ever dreamed possible. WRITE FOR DETAILS!

Gentlemen

Please direct my nearest distributor to furnish me with full information about Quaker's new 1956 lines and promotions.

Name_

Name of Firm

Address_

City.....

_State.

PRODUCE SALES . . .



Local Duckerings and tapt pressure welager



Long to the first make training on the



Serviciano di contral ponel le impressive -



Still better washing ection with new plastic signature.

Cololis for modern living

THE SUPER REGENT Crowning achievement in more than 50 years manufacturing washers! The sheer beauty and efficient appearance of this washer give the dealer a big headstart over competition. Designed for kitchen washing — no rinse tubs needed!

SHICAGO DISPLAY-SPACE SITA, AMERICAN FURNITURE MART

FACTORY TO YOU - HIGHER PROFIT MARGINS WITH

Woman's Friend WASHERS

OTHO VALGINIE

OVER HALF A GENTURY BUILDING GOOD WASHERS

ELECTRICAL APPLIANCE NEWS

NEW PRODUCTS



ANNA A. NOONE

New Products Editor



PRESTO Frypans and Griddles

National Presto Industries Inc., Eau Claire, Wis.

Models: Control Master line of 2 square frypans and a large capacity griddle operated by same interchangeable control.

Selling Features: Plugged in, the control functions as an electric "cooking brain" to make frypan or griddle automatic, with control detached pans may be washed under water, handle and all; other utensils to be operated by interchangable "cooking brain" will be added in future; thermostat in plug provides cooking temperatures from warm to 400 degs. F.



NORGE Conventional Washers

Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago, 54, III.

Models: Norge conventional washers with new rinse action CW57-10PTE, CW56-10PT, CW56-10 and CW56-9.

Selling Features: New deep power rinse provides continuous current of aerated, clean water through fabrics while agitator action unfolds and rinses each article; eliminates need for extra washtubs; nonsnagging, smooth agitator, light, easy to handle, flexes, tumbles and turns every piece, cleans 10 lb. load in from 5 to 7 min.; extra conveniences include 5 widely spaced wheels with large casters; toe-tip locks for casters on most models; automatic timers shut off washer and signal end of wash cycle; wringer has fingertip control; balloon rolls adjustable to exact pressure for fabric.

Prices: From \$119.95 to \$199.95

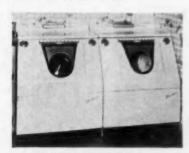


G-E. Electronic Oven

General Electric Co., Appliance Park, Louisville, 1, Ky.

Device: G-E electronic oven.

Selling Features: Bakes 3 apple pies in less than 14 min; thaws solid pound frozen strawberries in 50 secs; new oven converts household current into ultra-high frequency micro-wave (915 m.c.); performs function of 3 ovens in one: in addition to electronic cooking, oven can be used in conventional manner by using only bake and broil units (3000 watts each), can also be used with bake and broil units operating along with electronic unit; 3 simple controls-a microwave power selector gives various power levels; a second knob controls selection of conventional bake, broil or timed cooking; and third knob controls oven temperature; timer controls oven cooking times; rotating antenna at floor of oven distributes micro-wave power; 1position oven rack supports utensils and food; generator converts 60 cycle power to 915 mc is in storage area below oven; total load 7 kwh; brushed chrome finish; standard size oven 15x21x18 in.



WESTINGHOUSE Laundry Twins

Westinghouse Electric Corp., Mansfield, O.

Models: New Laundomat L-8M and clothes dryer D-8M.

Selling Features: Laundrofile, built-in plastic instruction booklet

lifts out of backsplasher, Weigh-To-Save door helps user select proper amount of water and soap; Water Saver dial; flexible control for starting, stopping, repeating or eliminating any portion of cycle.

Dryer has time and temperature control of drying cycle; heat selector dial permits selection of heat setting—regular, low or no heat—for any fabric; 3-way dial can be set for dry, damp dry or any time setting up to 3 hrs; giving complete control of all needs including synthetic fabrics; new lint trap located in top, left back corner; direct air flow system brings filtered air directly into drum while fine mesh screen filters incoming air of dust and dirt before it is heated; operates on 115 or 230 volts.

Price: Laundomat L-8M, \$319.95; Dryer, D-8M, \$239.95.



HOTPOINT Built-in Oven

Hotpoint Co., 5600 W. Taylor St., Chicago, 44, III.

Device: Hotpoint new built-in double oven RJ-6.

Selling Features: For large families desiring a single built-in installation with double oven convenience; automatic rotisserie that holds 15 lb. fowl or 8 to 12 lb. roast, can be removed for regular baking operations in 4200 cu. in. oven; a carving rack, turnover grill and raisable broiler rack are other features. Carving rack designed so homemaker can carve roast without transferring to another platepan is set in rack to catch juices. Turnover grill for barbecuing hamburgers, hot dogs, chops, etc; broiler rack is used to raise or lower steaks and chops for searing and cooking to exact taste.

Other features include eye-level control panel with automatic timing clock that turns oven on or off by remote control; electric time measure from 1 to 60 min.; oven switches and temperature controls;

removable plug-in "Calrod" bake and broil units; available in brushed satin chrome finish, porcelain coppertone or any of 5 new colors: coral, yellow, seafoam, green or brown



CAMFIELD Portable Mixer

Camfield Mfg. Co., Grand Haven, Mich.

Device: Camfield chrome Power Mix Jr., portable mixer, CM-6.

Selling Features: "Lifetime" all chrome finish, coppertone trim, black handle; 5 speeds; full size heaters with fingertip beater release; specifically designed "rear deck" permits mixer to stand on end for easy draining.

Price: \$21.95.



MONITOR Dryer

Monitor Equipment Corp. Riverdale-on-Hudson, New York, 71, N. Y.

Model: Monitor "Jet 99" automatic clothes dryer.

Selling Features: Drying action floats clothes in waves of heated air without tumbling them; no lint trap necessary, no need for venting; plugs into 110 volt line; automatic thermostatic control makes it possible to dial proper temperature for particular fabrics; portable, on wheels; 6 to 8 lbs. capacity can be hidden away until needed.

Price: \$99.95

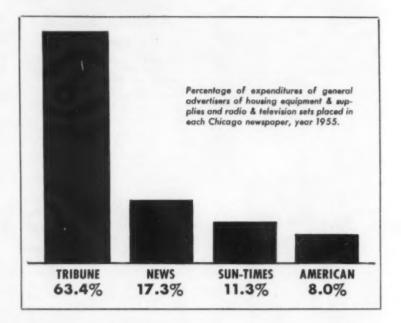
To get the action you want **BUILD YOUR PROMOTION** SALES POWER OF

700 PUT Chicago's most powerful selling force to work for you when you advertise in the Chicago Tribune. You step up dealer selling action and consumer buying action. You get the results you want at every level of the huge Chicago market.

The advertising record of your own industry is proof of the Tribune's superior sales power. Because it moves merchandise for them as no other medium can, general advertisers of appliance store products invest more of their promotion funds in the Tribune than in all other Chicago newspapers combined.

Your advertising in the Tribune pays off best when you base it on a consumer-franchise plan custom-built to your sales opportunities in Chicago. Such a plan can help you get more out of every dollar you invest in promotion in this market.

Let us tell you how dozens of manufacturers have



used a Tribune consumer-franchise plan to increase sales and strengthen their Chicago market positions. Let us show you how a consumer-franchise plan can help you get where you want to go in Chicago. Get the full story from a Tribune representative.

GREATEST

Chicago W. H. Hattendorf 1333 Tribune Tower SUperior 7-0100

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San Francisco Fitzpatrick Associates 155 Montgomery St. GArfield 1-7946 MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

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YOU OWN THE STRONGEST CONSUMER-FRANCHISE IN CHICAGO . . .

on both sides of the counter...

AROUND THE THE CHICAGO TRIBUNE!

HERE'S WHY THE TRIBUNE SELLS MORE!



More readers! Hundreds of thousands more families read the Tribune than read any other Chicago newspaper. Your advertising in the Tribune reaches the people who account for the bulk of the purchases in Chicagoland appliance stores.



2 More buyers! Chicagoland families turn primarily to the Tribune for the information they need and want to make buying decisions. They know the Tribune furnishes them by far this market's largest selection of home merchandise offers.



More trade impact! Advertising in the Tribune gives your factory and distributor salesmen a powerful sales point to use with their Chicago dealers. Many of these merchants rely exclusively on the Tribune in their own advertising.



More dealer support! Chicagoland dealers merchandise your line more aggressively when you advertise it in the Tribune. They know the Tribune creates more store traffic and more pre-sold prospects than any other medium you can use.

WHEN YOU BUILD IT WITH ADVERTISING IN THE CHICAGO TRIBUNE!



UNIVERSAL Coffeematic

Landers, Frary & Clark, New Britain, Conn.

Device: New 1956 Universal Coffeematic.

Selling Features: Five new features: newly designed heat guard handle to prevent fingers from touching hot surfaces; new non-drip spout has been lengthened and straightened; new gold escutcheon plate; new glass top crown shaped, fits flush with outline of new streamlined exterior design.

Other features include flavor selector which automatically makes any strength desired; redi-lite which glows when exact strength has been reached; heat sentinel to keep coffee hot without increasing strength; available in 10 and 8 cup sizes; 10-cup model comes in chrome or copper.

Prices: Chrome 10-cup model, \$29.95, copper, \$32.95; 8 cup chrome only, \$24.95



HOOVER Cleaner

The Heaver Co., North Canton, O.

Model: Hoover "Constellation"

Selling Features: Retains spherical shape of predecessor with new "airglide" arrangement—when cleaner is being operated the exhaust air is forced straight down into space enclosed by shallow, circular flangelike base; this "compressed air" tends to lift cleaner from floor and follow operator in any direction without effort; "air-borne" action can also be discontinued when not desired.

New wheeled combination rug and floor nozzle can be moved over carpet surface with only fraction of effort previously required; a wheeled carriage attachment to nozzle supports pushing force so nozzle doesn't bury itself in carpet pile, can be used on bare floors also; floating brush mounted in rear lip of nozzle and a row of flexible plastic "fingers" mounted on front

NEW PRODUCTS



nozzle are other features; soft plastic covering over entire surface of rug and floor nozzle guards against mars; does not "swivel" from side to side, but turns on wheels as steered; new color styling combines mulberry, sandalwood and thistle.

Set of cleaning tools includes double stretch hose in sandalwood;

Set of cleaning tools includes double stretch hose in sandalwood; duralumin telescoping wand and other tools has vinyl seals; handy tool carrying kit; large "throwaway" dirt bags can be changed without touching dirt.

without touching dirt.
Weighs 15½ lbs; equipped with
1 h.p. motor; swivel hose connector that allows for 360 deg,
cleaning; thumb-operated suction
regulator on curved hand grip;
cleaner is attached to base by a
hingle so it can be tipped back
for making proper hose connection
for use as blower.



SUB-ZERO Freezer-Refrigerator

Sub-Zero Freezer Co., Inc., Madison, Wis.

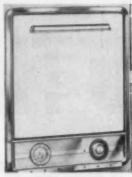
Device: "Tu-Temp dual-temperature upright No. 99 freezer-refrigerator, with condensing unit for each section.

Selling Features: Combines 9 cu. ft. freezer space with 9 cu. ft. refrigerator and takes only 27 x 34 in. floor space.

Each section has individual, adjustable temperature control, each with its own hermetically sealed condensing unit; \(\frac{1}{2}\) h.p. for freezer, \(\frac{1}{2}\) h.p. for refrigerator.

Freezer section, below refrigerator, can be regulated from zero degs to minus 20 degs; non-rusting all-aluminum interior with separate compartments divided by coiled rerefrigerated shelves; both sections have storage shelf doors featuring 2 shelves for tall bottles plus butter compartment; white interior finish. Baked on enamel exterior, chrome trim; high density sealed-in 3½ in. Laminar Fiberglas insulation; condensation on breaker strip minimized by built-in heat wire; lift-off doors have adjustable hinges.

Price: \$699.50.



ADMIRAL Ovens

Admiral Corp., 1191 Merchandise Mart, Chicago, 54, III.

Models: 2 new space-saving builtin custom wall ovens ECO-112 and ECO-115.

Selling Features: Solid porcelain door panels available in 4 colors: green, yellow, pink and coppertone; inlaid" control panels with satin chrome finish and chrome trim; fits cabinet 24 in. wide; accommodates 4 large pies or a 36 lb. turkey; oven racks on shelf glides adjustable for 8 positions; both models have single dial temperature controls with automatic pre-heating; one setting brings oven to selected temperature and maintains it; signal light indicates when desired temperature is reached; infra-red broiler locks in flavors and natural juices; porcelain broiler-roaster pan with smokeless grille; ECO-115 has automatic electric timer and clock; leaf-type stainless steel heat deflector protects wall or cabinet above when door is open.

Prices: ECO-112, \$139.95; ECO-115, \$159.95.



GIBSON Refrigerator

Gibson Refrigerator Co., Greenville, Mich.

Model: Gibson refrigerator No. G-1201B.

Selling Features: Has a gross capacity of 12.26 cu. ft and shelf area of 14.72 sq. ft; features a Swing-'r meat chest; 2 deep Swing'r crisp'rs for fruit and vegetables; 3 deep door shelves for bottles and small food package; Buttr'y stores butter at ready to serve temperature; egg rack; 2 adjustable and 1 regular shelf; Gibson's Cameo cream interior; frozen food storage capacity of 64 lbs. with evaporator capacity of 46 lbs.



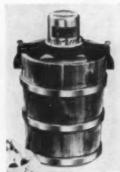
WEST BEND Skillet

West Bend Aluminum Co., West Bend, Wis.

Model: West Bend automatic skillet No. 3200E.

Selling Features: Balanced heat provided by "food watcher" thermostatic control which provides temperature from warm (150 degs.) to hot (425 degs.); easy-to-read temperature chart on handle; square design, 11x11 in. overall top 9½x 9½ in. inside bottom dimensions; pilot light indicates correct temperature; continuous pouring lip; Bakelite feet; cast aluminum; immersible, cast-in tubular element, 1150 watts, 110-120 volts a.c. only; detachable 6 ft. cord; polished aluminum or copper color aluminum cover optional.

Price: \$19.95 skillet only; aluminum cover \$3; copper-color cover, \$3.50.



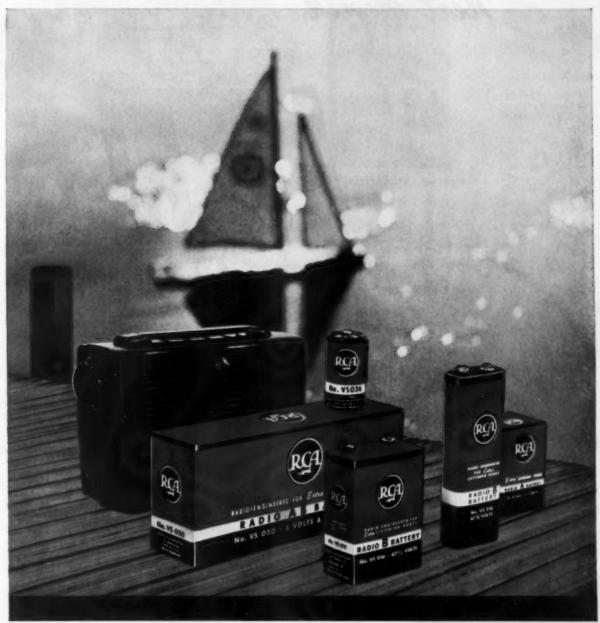
SILEX-HANDYFREEZE Ice Cream Freezer

Chicago Electric Div., Silex Co., Chicago, 38, III. Model: Barbecue model No. 2214 electric ice cream freezer.

Selling Features: Motor-dome of copper-plate, treated to resist salt brine corrosion; black motor base and lock handles; natural "Oaken" bucket bound with copper bands; 1-gal. capacity; employs crush-ice-and-salt melting freezing principal; wooden dasher-paddles churn ice cream mixture in revolving cream-can; overflow spout or brine guide directs melted-brine into any small container set next to freezer tub; air-cooled motor; 115 watts, 115 volts a.c.

Three other models comprise line: the 4 and 6 qt. "Home Freezer Twins" suitable for picnics, entertaining, barbecues; 1-qt. Apartment Model with plastic tub is also maintained in line.

Prices: Barbecue, \$32.95; 4 and 6 qt. models \$27.95 and \$32.95 respectively; 1 qt. model, \$19.95.



Full sail ahead for profits

WITH RCA RADIO BATTERIES

With portable radios sailing into the big-time as they grow smaller and lighter and more economical to operate, the battery business is getting bigger and more profitable. You can ride the crest of this booming market by stocking and merchandising RCA Radio Batteries. The selling power of the RCA monogram helps you win sales faster and easier. It's the name customers look for and want more than any other brand. What's more, with RCA's business-building promotional material you're ship-shape for a season of smooth and easy profits.

RCA has a comprehensive line of batteries to meet the needs of practically every portable on the market, including the transistorized sets. See your RCA Distributor today. He's ready now to help you chart your course to bigger profits with RCA Batteries and RCA promotional material.



Next Month

JUNE

... watch out for "Summer Lightning"

this year's outstanding TOASTMASTER*

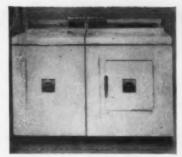
Water Heater sales program planned to build extra profits for TOASTMASTER distributors and dealers everywhere!

TOASTMASTER

Automatic Water Heaters

McGRAW ELECTRIC CO., Clark Division 5201 West 65th Street, Chicago 38, Illinois

"Toastmaster" is a registered trademark of McGraw Electric Co., Chicago, makers of "Toastmaster" Water Heaters, "Toastmaster" toasters and other "Toastmaster" and "Tropic-Aire" products.



SPEED QUEEN Washer and Dryer

The Speed Queen Corp., Ripon, Wis.

Models: 1956 Deluxe Royal Pair automatic washer A18 and matching dryers No. 105 electric No. 130

Selling Features: Designed to focus attention on chrome framed control panel with chrome control knob centered in panel on dark blue background; diffused light floods control area when in operation; new multi-cycle control gives complete flexibility for washing delicate fabrics, heavily soiled, lightly soiled, cycle time and size of load; 2 cycle timer and 4 toggle switches; bowl-shaped stainless steel tub; aerated waterfall inlet; multiscreen aerator soap dispersion; dilution flotation rinse; overflow power rinse; automatic sediment ejector; arcu-ate drive transmission; polished aluminum agitator; fluid drive; automatic lid lock and over-current

Washer is matched by 2 deluxe dryers 105 and 130; new dryer controls allow dryer to be used with heat on or off; temperatures can be selected with HI for normal and LO synthetic fabrics; In-A-Door lint trap; vacuum drying principle; smooth drum; germicidal lamp; safety door. No. 130 gas model features automatic electric ignition and is available for LP. manufactured, mixed or natural



TRILMONT Heaters

Trilmont Products Co., Merion Station, Penn

Models: New line of Trilmont portable electric room heaters.

Selling Features: Deluxe model has economy thermal control adjustable to 3 different heat levels; uses a jet stream up-draft principle of heating and heat distribution without fans or other moving parts; safe cabinet, shock resistant; designed so that a lightweight folding clothes dryer rack can be at-

NEW PRODUCTS

tached to top for indoor clothes dryer; plate steel rods; rack is available as a combination deal with heater; heaters come in ivory, turquoise, brown, coral and gray; deluxe models have pilot light and heavy duty switch.



SHETLAND Polisher

The Shetland Co., Inc., Lynn, Mass.

Device: Shetland Silver King chrome floor polisher, scrubber, rug cleaner.

Selling Features: Chrome finish throughout; positive voke lock keeps handle upright when not in use; twin-brush operation; rubber handle grip; non-spatter scrubbing action; easy accessibility to baseboards and corners; rubber bumper guard; rug cleaner attachment automatically adjusts to any thickness or pile.



RCA WHIRLPOOL Dehumidifier

Whirlpool-Seeger Corp., St. Joseph, Mich.

Device: RCA Whirlpool portable dehumidifier.

Selling Features: Removes excess moisture in rooms as large as 40x30x10 ft; as much as 3} gal. in 24-hr. period; spiral design of evap-orator coil, which has same diameter as fan opening permits air to flow over entire coil; straightthrough horizontal pattern of air movement contributes to efficient performance; 9.42 qt. rust and chip-proof removable container holds collected water; garden hose connection provided for permanent drainage; easy to install; operates on 115 volt current; on and off switch; neutral mocha and ivory finish; caster-mounted for portability; spring-mounted compressor; rubber mounted fan motor.



RCA WHIRLPOOL Freezers

Models: RCA Whirlpool 1956 line

of freezers comprises 2 vertical and

Selling Features: Vertical models

feature super storage door with utility shelf, food package dis-

pensers, juice can dispensers; 2

roll-out baskets for easy access to

rear; 3 large shelves; freezing coils

scientifically spaced on 4 fast-freez-

ing surfaces including 3 shelves; pull-out disposal tube at bottom of

cabinet provides simple method of

removing defrost water. Top of line 19 cu. ft. upright YV-19 holds 665 lbs.; YV-15, 14.7 cu. ft. model has 518 lb. capacity and 17 sq. ft. shelf

Chest models feature lift-out

Whirlpool-Seeger Corp., St. Joseph, Mich.

3 chest models.

wire baskets, removable dividers; designed to hold 17 lbs. each, baskets provide easy access to mostused items; freezing coils spaced around all 7 inside surfaces; fast-freeze compartment for food processing. Counterbalanced door opens at touch and stays open to free hands for loading and unloading; wide braker strip doubles as shelf to place baskets when food is added or removed.

Large 20 cu. ft. model, YH-20 holds 700 lbs. food; YH-16, 16 cu. ft. model holds 560 lbs.; YH-12, 12 cu. ft. model holds 420 lbs.

Quiet, fanless operation; interior light, safety signal light, stirrup-type handle with lock; copper colored aluminum trim on baked white enamel. Prices: From \$379.95 to \$599.95.



General Electric Co., Housewares & Radio Div. Bridgeport, Conn.

Model: G-E "flat" automatic blanket No. PB98.

Selling Features: Modern style bedside control in same color as blanket-rose or turquoise; fabric is of highly-napped rayon and cotton blend with satin binding; blanket and control packed in heavy-duty corrugated carton with polyethylene display and storage bag. No dual control model.

Price: \$24.95 for twin; \$29.95 for double bed size.



WASTE KING Dishwashers

Given Mfg. Co., 3301 Fruitland Ave., Los Angeles, 58, Calif.

Model: Waste King automatic dishwashers in 4 models: UC-1D deluxe undercounter pump-out type; UC-15, standard undercounter pump-out type; FS-1D, deluxe free-standing pump-out and FS-IS, standard free-standing pump-out

Selling Features: All models feature 4-way action: power pre-rinse with ncedle spray water distributor; 2gal detergent-activated water circulates over dishes at rate of 60 gal. per min for 7½ min; suds-spray flush out and thermal control 160 deg. final rinse; push-in starter knob; multiple light cycle indicator automatically tells stage of dishwashing; stop-start knob offers optional automatic or manual control; full-width door pull latches automatically; porcelain inside and out; ¼ h.p. pump motor; 1350 watt heating element; uses 9 gal. water per load; overflow protection; plate-warming timer control; rinseinjector optional at slight extra cost; automatic pump-drain; non-clog detergent dispenser with clog detergent dispenser with automatic dump for wash cycle; total cycle time 37½ min; stainless steel door and lower panel; copper or white porcelain; removable decorator wood panels can be finished in any color; maple chopping-block for free-standing models.



OLYMPIC Air Conditioners

Olympic Radio & TV Inc., Olympic Bldg., Long Island City, 1, N. Y.

Models: Olympic 1956 line of air conditioners, includes 3 Deluxe

Selling Features: No. OW675D, deluxe ½ h.p.; OW 675L, deluxe low ampere (7½ amps) ½ h.p. and OW6100D, deluxe I h.p., 230 volt model; all have automatic thermostat control; concealed control panel with pushbutton controls and adjustable air-flow louver in-stallation kit included for standard double hung windows up to 40 in. wide; units may be flush mounted or installed half in, or half out. All use Freon 22 refrigerant, replaceable Fiberglas filter; artic green finish.



KELVINATOR Air Conditioners

Kelvingtor Div., American Motors Corp., Detroit, 32, Mich.

Model: Kelvinator 7 model 1956 room air conditioner line features flush-mounting.

Selling Features: 2 New Profile models RAC-86D, a } h.p. model with 500 sq. ft. cooling capacity and RAC-206D, a 2 h.p. model; both have molded plastic fronts in soft sandalwood; single dial on RAC-86D front provides simple control of all operations including adjustable thermostat, fan and onoff positions; cool airflow may be

directed in any direction through adjustable intake louvres. RAC-206D, flush-mounted model has concealed push-button controls with automatic adjustable thermostat in front.

3 models in "Furniture-Fashioned" design provide "living room through leather-textured drop-fronts that close to hide air directors when not in use; sandalwood plastic cabinet fronts have drop-front door covered with mahogany leather-grained vinyl with gold colored trim.

RAC-85C designed to fit any standard vertical casement window can be mounted in half-out position or in fully-inside position so window can be closed; \(\frac{1}{2}\) h.p. model has 450 sq. ft. cooling ca-

NEW PRODUCTS

pacity; automatic push-button con-trols behind door on front.

Open-front model RAC-155D, designed for continuous operation has cabinet front of sandalwoodcolored plastic, top-mounted pushbutton controls; approximately 1000 sq. ft. cooling capacity; 13 h.p. capacity.



YORK Air Conditioners

York Corp., York, Penna.

Models: 2 Yorkaire 7½ amp. "Power Saver" room air condi-

Selling Features: Can be installed without re-wiring or other installa-tion costs; single dial controls fan motor, cooling, dehumidifying; separate thermostat control may be set to any point to switch cooling system off automatically when room is cooled; outside air control dial permits regulating amount of outside air brought into room; all con-trols conveniently located on unit front; can be mounted flush with drapes inside room or flush with building outside; "Dictate-Air grille" provides no-draft air condi-"Dictate-Air tioning-cool, clean, dehumidified air that can be directed to any or all parts of room; entire cooling system is sealed to prevent dirt, dust and moisture from seeping in and refrigerant from leaking out; available on 1 and 1 sizes.



FRIGIDAIRE Air Conditioners

Frigidaire Div. General Motors Corp. Dayton, 1, Ohio

Models: Frigidaire 1956 air conditioner line in 2 series-Deluxe and

Selling Features: Deluxe series, made up of 6 models: two 3 h.p., two 1 h.p. one with reverse cycle (heat pump) operation, and two 1½ h.p. models; feature automatic thermostat temperature control and exhaust systems; Super series units can be equipped with thermostats at extra cost.

The \$\frac{1}{4}\$, 1, and 1\frac{1}{2}\$ h.p. models of both series contain new single reciprocating type refrigeration compressor. 1 h.p. unit designed for casement window installation is equipped with sealed rotary com-

Air Conditioners

All units have Fiberglas throwaway-type filters.

Other lines of Frigidaire residential air conditioners include Multi-matic units in 2, 3, and 5-ton cooling capacity sizes that can be to almost any existing forced air heating system, and compact packaged year-round air conditioners offer gas and oil heating with cooling capacities of 2 and 3

Multi-matic units have flexibility of application-either size can be placed in basement next to furnaces, in utility room or attic; can also be installed in sections coil and fan section can be lifted from top of compressor and installed

Year-round unit combines cooling and heating in single cabinet-heating with oil is 84,000 btu output, with gas, 108,000 btus; summer cooling and dehumidification provided by automatic refrigeration systems.

Prices: Super models, from \$259.95 for ½ h.p. A5056 to \$319.95 for 1hp. A100-5681. Deluxe models, from \$334.95 for \$ h.p. AT75-5611 to \$429.95 for 11 h.p. AT150-



FRESH'ND-AIRE Conditioners

Fresh'nd-Aire Div., Cory Corp., 221 N. La Salle St., Chicago, 1, III.

Models: Fresh'nd-Aire "Constellation" push-button automatic air conditioners.

Selling Features: Available in 4 models: 3, 1, 11 and 2 h.p. sizes; Electromagnetic push-buttons provide easy selection of right com-fort level desired; 1956 units perform 8 functions: high or low speed cooling; high or low speed cool-fresh air; high or low speed ventilation, and high or low speed exhaust; automatic thermostat with "constant cool" control, can be set to turn conditioner off at desired temperature level or to "constant cool" to keep unit on all the time; adjustable mounting arrangement allows model to be mounted flush with inside, extending less than 3 in. into room, flush with outside of building, or in any other desired position; condenser coils run complete width of unit face full-width cooling; providing 'Quiet-Master' feature-a combination of super-quiet, low decibel blower wheel and special sound-proofing material on bulkhead; new style louvres provide full-dimensional air diffusion-upper left and upper right louvres can be snapped out and adjusted to change air direction; decorator designed in tan beige for plastic inner cabinet and bonderized steel outer cabinet; inner cabinet has gold-metal trim. Prices: From \$359.95 for model A634 3 h.p. 115 volt model to \$499.95 for A620, 2 h.p. model.



CARRIER Weathermakers Carrier Corp. Syracuse, 1, N. Y.

Models: 2 Carrier newly-designed lines of "fan coil" air conditioner units-Room and Unit Weather

Selling Features: Uses remote source of refrigeration and heat with individual zone control of temperature year-round, plus de-humidification, air circulation, filtering and ventilation; suitable for motels, hotels, apartment houses, residences, etc.; available in cooling capacities for ½ to 1½ tons with air handling capacities from 200 to 600 cfm; centrifugal fans and multi-speed motors in all units; no ductwork.

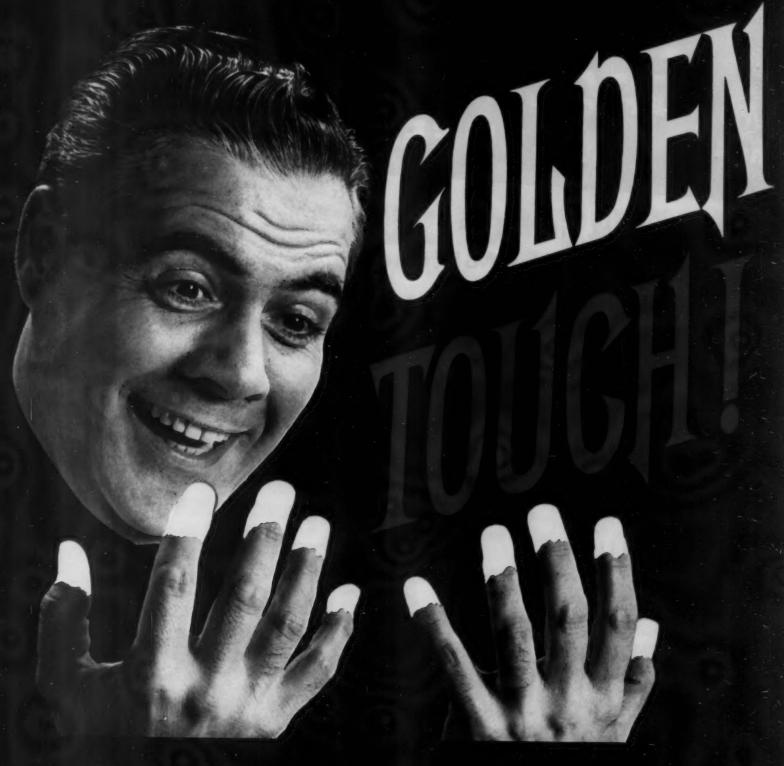
Room weathermakers may be tied into "wet heat" systems re-placing radiators to provide cooling and heating in residential and commercial buildings; may be recessed into wall under window with top serving as window sill, front flush with wall, or may be hung on wall, mounted on legs, furred into ceiling or suspended from ceiling; vertical or horizontal installations possible with insulated "L" shaped condensate pan.

Special wall panels and discharge grilles and cabinets have prime coatfabricated 18-gauge steel panels, grilles and cabinets have prime coating of gray paint; temperature con-trol knob may be located at either end of unit; a damper attachment, available as accessory for "in-be-tween season" ventilation or for regulation of outside air supply.

Two centrifugal fans in larger sizes—one in smaller model pro-vides distribution of large air quantities; lightweight aluminum fans.

Unit models are adaptable for installation high on wall, behind false ceiling or wall, in top of closet or over entrance; ductwork may also be used wherever needed; refrigerant for direct expansion operation or chilled or warm water may be circulated through pipes from a central cooling or heating plant to unit's large specially designed coil of copper tubes wrapped with aluminum fins.

EASY GIVES YOU THE



with the only true full line...spearheaded by the most talked about appliance of 56... Easy to SPACE-SAMMESEST WASSAFE COMBINATION OF SPACESAME.

EASY sets the pace for PROFIT

with SPACE-SAVINGEST the new WASHER REGIMENTATION RYER

FULL SIZE TUB IN SMALLEST CABINET





Exclusive new construction principle practically eliminates vibration... gives you a big 4 cubic foot tub in the smallest cabinet ever. Only Easy uses *all* the space inside. No bulky springs or shock absorbers needed! Fewer parts mean more years of trouble-free service.

EXCLUSIVE TILT-TUB

Big tilt-tub gives you exclusive Easy Tumb-l-ator washing action. Clothes high-dive into Deep Well of foaming suds. Saves up to 10 gallons of water on small loads.



PUSH BUTTON WASHDAYS



Wash, rinse and dry... automatically at the push of a button. Clothes dry safer with Easy's exclusive Safety Pre-Heat which starts during final spin. Clothes dry faster because Easy circulates twice the warm air of ordinary dryers.



ABLE VOLUME SALES!

with a \$4,000,000 NATIONAL.
AND LOCAL SALES DRIVE!



ARTHUR GODFREY TIME

On Network TV... on Network RADIO

selling the full Easy line. Every week almost 20,000,000 women listen to Arthur Godfrey Time. They're getting that personal selling pitch as only Godfrey can do it . . . on all the headliner Easy products. Tune in Arthur "Easy Does

America's No. 1 salesman is at work for you It" Godfrey on radio and TV every Monday and Wednesday . . . every other Friday on radio. Take advantage of the merchandising value of Easy's top television show. Tie-in now with window and floor Godfrey display kits, your own radio and TV spots and newspaper ads.

KEY CITY ADS

in 354 newspapers

Big-space dealer listing ads are running in 354 newspapers. Every ad features your name and address identifying your store as Easy headquarters. Easy's dealer ad program is one of the real ad bargains in the industry. It's your best buy for getting page-dominating Easy advertising support.



FULL COLOR ADS in 7 top magazines



Biggest color magazine campaign in Easy's history will back the only true full line. Page color ads are running right now in Saturday Evening Post, Life, Better Homes and Gardens, Good Housekeeping, Ladies Home Journal, American Home and Progressive Farmer.

MORE DEALER PROMOTIONS

Powerful New **Direct Mail Campaign**

Planned Year 'round **Program of Promotional Models**

> Bigger More Colorful Display and Promotion Kits

with the new EASY PROMOTIONAL AUTOMATIC!

ANOTHER GOOD REASON FOR WASHER **BUYERS TO SEE EASY DEALERS FIRST**

You'll be a king-size competitor in your market with this new "bargain powered" automatic. Has all the famous Easy quality features. Lifetime porcelain top, single dial control, automatic wash water selector, space-saving cabinet only 27 inches wide. A deluxe price leader, yet a real profit maker. Your promotion ads will really pay off and lead to logical step-up sales.

ASK YOUR EASY REPRESENTATIVE NOW!



YOUR GOLDEN YEAR IS HERE IF YOU'RE

AN ELEI

DEALER

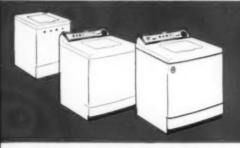
Time to team up with the only full line!

Easy brings you
ARTHUR GODFREY TIME
Mondays and Wednesdays,
10:30 a.m. E.S.T. CBS TV & Radio

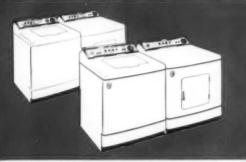
EASY WASHING MACHINE
DIVISION OF THE MEDICAL CORP.
OF AMERICA, SYRACUSE 1, N.Y.



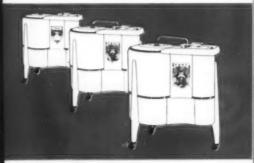
SPACE-SAVINGEST COMBINATION Greatest improvement in 20 years. First practical approach to volume sales of combinations. Completely automatic full-size washer and dryer. Only 27 inches wide.



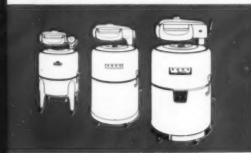
3 NEW AUTOMATICS New "promotion special" automatic with full Easy quality. Plus exclusive Spiralator Deluxe and Custom models to satisfy the needs and pocketbooks of everyone.



2 NEW DRYERS To match Deluxe and Custom Automatics. Both units operate on low-temperature high airflow principle of quick, safe drying. Dries clothes uniformly with no danger of baking or scorching.



3 EXCLUSIVE SPINDRIERS Three different models of America's favorite semi-automatic. New finger-tip control centers. New improved streamline design. You have no competition. You make all sales in this market.



3 TOP VALUE WRINGERS Not one but 3 featuredesigned wringers. New safety features. Low end promotion model that's traffic tested. Priced to let you make a solid profit.



MITCHELL Central
Air Conditioners

Mitchell Mfg. Co., Div. Cory Corp. 2525 N. Clybourn Ave., Chicago, III.

Models: 2 remote units, RA-200 and RA-300; 3 year-round units; and a series of 6 add-ons.

Selling Features: Remote units RA-200, 2 h.p., and RA-300, 3 h.p., are waterless, have 2 parts, each including a condensing unit housed in weatherproof cabinet and an evaporator unit. Condensing unit has continuous copper tubes with aluminum fins; coils run full width of condenser unit, may be placed in yard, basement, attic, crawl space. Evaporator, equipped with cooling coils designed to mate with most furnaces available horizontal or vertical-horizontal for upflow, counterflow and lowboy furnaces, vertical with drain pan section for horizontal furnaces, ducts and accessory blower applications. Evaporator can be located over air supply of lowboy furnace, under counter flow furnace or in supply air duct; with accessory blower it can be located in attic, basement or crawl space; equipped with remote control thermostat, quiet, slow speed fan and motor and safety devices which include high-low pressure cutout and safety louver grilles.

Year 'round units in 1½, 2 and 3 ton capacity. Summer air conditioning sections have hermetic cooling system mounted in "Slide-A-Way" chassis which slides from cabinet for easy servicing; cooling coils of single piece copper tubing; refrigerant flow controlled by cap tube system; cleanable condenser; removable emergency drain pan with lint collector and 1½ in. drain hole; automatic controls; furnace section equipped with slotted gas

burner, and safety pilot.

Add-ons adaptable to any home air conditioning need, available in 2, 3 and 5 tons air and water cooled. Built in 2 separate sections—hermetically sealed cooling system mounted in "Slide-A-Way" chassis; blower section may be mounted on cooling section in variety of ways; fresh and return air ducts can be placed on any of unit's 4 sides; Electromagic Filter Eye optional.

You

Water-cooled add-on units provide for piping to be connected through back or sides and are fitted with cleanable condensers; condensate drain pan has lint collector and 1½ drain hole; aluminum removable drain pans.

Air-cooled models have remotely

NEW PRODUCTS Air Conditioners

located, factory charged condenser which may be installed in breezeway, attic, basement, roof or on legs in yard.



CHELSEA Fans

Chelsea Fan & Blower Co., Inc., Plainfield, N. J.

Models: Chelsea Roll-a-Bout pedestal fan and Chelsea portable floor fan.

Selling Features: Roll-a-Bout adjusts in height from 44 to 60 in.; can be used as exhaust, fresh air intake, air circulator or 'spot' cooler; 20-in., 2-speed fan; head rotates through 360 degs.; nonmarring Lucite wheels; finger-proof safety grille; seafoam green finish; delivers 3400 cfm.



18-in. portable floor fan has 2 speeds; mounted on stand; rotates through 360 degs; can be used as hassock or circulator, or for intake or exhaust; window panel accessories available; delivers 2800 cfm; seafoam green baked enamel finish.



DIEHL Attic Ventilator

Diehl Mfg. Co., Electrical Div. Singer Mfg. Co., Somerville, N. J.

Device: Diehl "Pancake" Package attic ventilator type PA. Selling Features: Designed for homes with minimum attic space—8 in. deep and 30-in. square; for do-it-yourself homeowner; easy to install; consists of mounting panel, fan assembly, automatic ceiling shutter; louvres open when ventilator is turned on, closes automatically when turned off; mounted so shutter is flush with ceiling; inverted rotor-design & h.p. motor; drive shaft mounted on prelubricated ball bearings; motor drives wide-winged 24-in. propeller blades that are lapped to move large volume air; 830 rpm, blades replace over 4000 cfm; steel mounting panel is suspended at each corner by 4-coil springs.



EMERSON-ELECTRIC Fans

Emerson-Electric Mfg. Co., 8100 Florissant Ave., St. Louis, 21, Mo.

Models: Emerson-Electric 1956 fan line includes a low-table fan, a roll-about "Active Air" circulator, and a wide variety of window fans reversible and non-reversible in 16, 20, 24 and 30-in. sizes.

Selling Features: Window fan line includes 16 and 20-in. electrically reversible models with exhaust ratings of 2000 and 3200 cfm respectively; a 20-in. manually reversible window and utility model with 3000 cfm; and 24-in. and 30-in. belt-drive model in reversible and non-reversible units with ratings of 5000 and 6700 cfm in reversible models and 5000 and 6500 cfm in non-reversibles; all window models equipped with 2-speed, Emerson motors.

3 direct-drive window models have enclosures only 7½ in. deep; reversible models are suitable for mounting in windows with minimum opening of 16-in wide and 18-in. high for 16-in. size; 20-in. wide and 22-in. high for 20-in. models; mounting panels supplied permit adjustment for windows from 28½ in. to 36 in. wide. mounting chains supplied for installation in openings smaller than 29½ and larger than 36 in. wide. The 20-in. window and utility model comes complete with mounting panel for windows 29½ to 38 in. wide, and is also convenient for use as floor fan; 2-tone Falcon brown and beige baked enamel finish with gold trim.

baked enamel finish with gold trim. 24-in. and 30-in. belt-drive window fans, suitable for apartments and homes requiring large volume air movement and where attic space is insufficient for attic fan; can be installed in lower or upper portion of double hung windows, furnished with mounting accessories; baked silver gray enamel finish. Non-reversible models have plate finish on expanded metal grille and trim.

12-in. low table or hassock model

12-in. low table or hassock model in brown and beige with chrome trim has 3-speed rotary switch, electronically-balanced 12-in. overlapping blades; quiet motor; delivers 3200 cfm air; all-steel, 14½ in. high, 15 in. diam.

Roll-about circulator has 18-in.
3-bladed fan mounted to be tilted to any position in a 180 deg. arc; height adjustable from 28 to 48 in.; stand is equipped with 2 rubber-tired wheels; 2-speed motor delivers 3350; brown and beige; front and rear spiral safety guard.

Also included in 1956 line are 10 and 12-in. Northwind oscilla-

Also included in 1956 line are 10 and 12-in. Northwind oscillators for desk or wall; 12 and 16-in. deluxe des; and 16-in. pedestal models, and the 12 and 16-in. Parker blade oscillators. Also the newly-designed 24- and 30-in. "Active Air" attic fans designed to meet requirements of contractors, builders and home owners featuring heavy-duty life-time motor with built-in thermal overload protectors. Attic models can be used in narrow hall ways and low attics.



MAGIC CHEF Oil Heaters

Magic Chef, Inc., 1641 S. Kingshighway Blvd., St. Louis, 10, Mo.

Models: 6 Magic Chef home oil heaters in 1956 line.

Selling Features: New line has 3 large and 3 smaller streamlined styles; all are vented; feature Rocket Flame action that brings high fire from low pilot flame; primary and secondary air holes cause rapid oil vaporizing; while jets of air contacting main flame result in hot fast flame with minimum fuel consumption; double barrel combustion raps hot gases, giving greater Btu output; open, expanded metal top grill; air intake louvres located on front and side for proper air circulation inside cabinet; floor delivery heat with automatic blowers available in 3 top models while a fourth is available with a manual blower. 3 top models finished in 2-tone autumn bronze; balance in single bronze color; rated at from 30,000 Btu output to 73,950 Btus; manual or electric wall thermostats available as accessories for all models.

BOMBARDED



by customer questions?



MHY



RECOMMEND AD.

it answers every one!

WHEN SHE ASKS . . .



Why does my wash look so gray and dingy?

Tell her to switch to AD because AD rinses freely and completely in any water—hard or soft! Regular detergents can make too much suds which fail to rinse out. The residual detergent can "build up" after a period of time . . . leaving clothes gray and dingy. AD leaves clothes and washer sparkling clean.



Why doesn't my washer get things clean?

Tell her to switch to AD because AD's suds signal when there's enough detergent in her wash water to get clothes really clean. In any water, hard or soft, washing a lightly soiled or a heavily soiled load . . . with AD, if she will maintain a thin, even blanket of suds, she'll know she's using just the right amount . . . no need to guess whether she's using too little or too much detergent . . . and she'll get the cleanest clothes possible from her machine.



Why do my clothes look so yellow?

Tell her to switch to AD because AD's chlorine-fast optical bleach makes additional bleaches and bluing unnecessary except for stubborn stains or spots. It's completely safe on washable synthetic fibres, too. Using too much bleach often causes yellow build-up. No yellow build-up with AD.



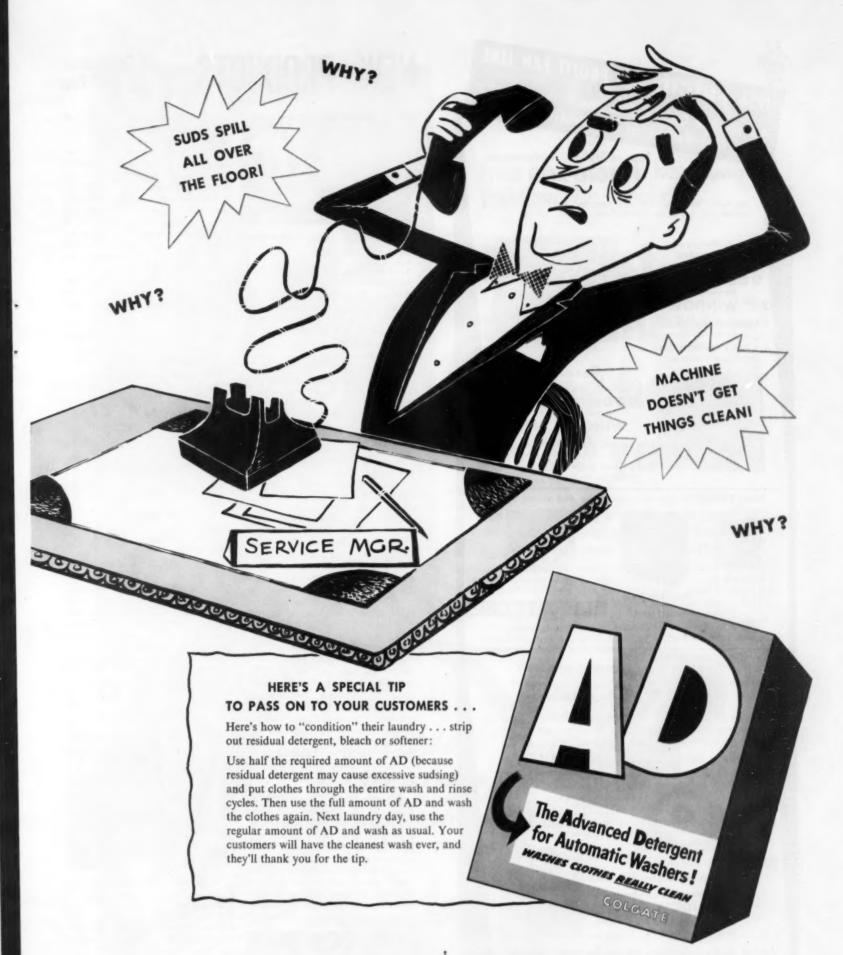
Why do the suds spill all over the floor?

Tell her to switch to AD... Suds can come from too much detergent in soft water or a lightly soiled load... If she will use AD and maintain that thin, even blanket of AD suds, she'll know she is using just the right amount of detergent for the water in her area, for her wash load... not too much, not too little.



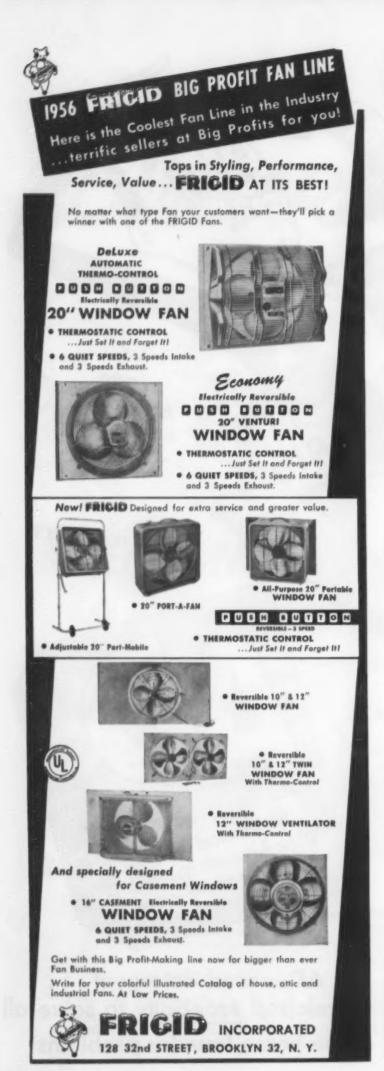
Why does my laundry feel so rough?

Tell her to switch to AD... Roughness can come from improper drying—it can also mean that some ingredients in her wash water are precipitating out, clinging to her wash. AD has a built-in water softener... no other water softening agent is needed even in hard water areas. And AD's built-in softener is non-precipitating... it can't leave any residue on clothes or machine. Using too much softener may cause phosphate build-up... undissolved residue clings to cloth fibres... may make clothes feel rough.

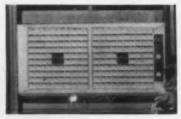


RECOMMEND AD...

the ADvanced detergent . . . developed especially to solve all these home laundry problems!



NEW PRODUCTS Air Conditioners and Fans



MITCHELL Air Conditioners

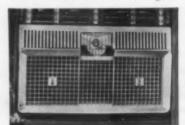
Mitchell Mfg. Co. Div. Cory Corp., 2525 N. Clybourn Ave., Chicago, III.

Models: 7½ amp ¾ h.p. unit. M-7546; 2 casement models, M-3456 and M-3056; and 2 Pancake models, M-3366 and M-3066.

Selling Features: M-7546, plug-in, h.p. model requires no special wiring; fits into windows 27-in. wide, also accommodates windows up to 50-in. wide; automatic thermostat mounted internally or on wall; single knob control circulates as well as cools; adjustable louvered front grills for 20 Direction-air cooling; flush mounting; double dyna cooling and filtering; Beige finish; hermetically sealed and spring mounted compressor has I/20 h.p. fan motor; 110 volt, 60 cycles.

Casement models come in a and l h.p. sizes, providing multi-room cooling; dual knob controls pro-vide 5 adjustments: Dyna-Cool, Nite-Cool, ventilate, cool and ventilate and circulate; automatic thermostat is standard equipment translucent window fillers can be installed in any standard casement window with ordinary tools; unit can be placed half-in, half-out, or flush with outside window line; high velocity air delivery with Vtype coil cooling system; air is drawn through side louvers, fan mounted in front of cooling coils pulls air through for uniform cooling over coil surface; positive condensate removal eliminates moisture; 4 Direction-Aire control; hermetically sealed compressor; spring mounted; \(\frac{1}{2}\) h.p. model operates on 115 volt, 60 cycle, single phase a.c.; \(\frac{1}{2}\) h.p. model on 230 volt, 60 cycle, single phase, a.c.

Pancake models measure 16¼ in. thick, 15 in. high, 32-in. wide; adaptable to any type installation; ¼ and 1 h.p. sizes; units can be mounted through wall, flush mounted in lower section of doublehung window; in transom; entirely inside room; half-in and half-out of room; in upper section of window; through mid-wall; or in casement window with no cutting of



window. Features include slide-out chassis; sound conditioning; extra large coil to give more primary cooling surface for greater capacity, less air resistance and lower operating sound level; "egg-crate" discharge louvers; "Weather-Dial" control for 6 levels of comfort: cool, nite-cool, dehumidify, circulate, ventilate and exhaust; beige finish. M-3366, \(\frac{1}{2}\) h.p. model operates on 115 volts, 60 cycle a.d., for rooms up to 550 sq. ft.; M-3066, 1 h.p. operate on 230 volts for up to 850 sq. ft.

Prices: No. 7546, \(\frac{3}{2}\) 49.95; Case-

Prices: No. 7546, \$349.95; Casement models \$349.95 and \$399.95; Pancake models, \$379.95 and \$419.95.

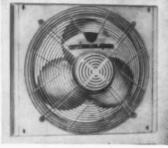


KORD Fan

Kord Mfg. Co., Inc., 4510 White Plains Rd., New York, 70, N. Y.

Device: Kord 20-in. push-button portable fan, No. PO-20T.

Selling Features: Thermostat control automatically starts and stops fan to keep room at desired temperature; electrically reversible—a press of button provides exhaust or intake air movement; 6 speeds—3 for intake and 3 for exhaust; Safe-Tee-Bard grill; 20 in. aluminum propellers with rubber hubs; gray baked enamel finish; also available in window fan model.



FRIGID Window Fan

Frigid, Inc., 128 32nd St., Brooklyn, 32, N. Y.

Model: Frigid Economy model ER-203, electrically reversible push button 20-in. venturi.

Selling Features: Automatic thermostatic control provides even temperature; 20-in. polished aluminum, rubber mounted propellers; 6 quiet speeds: 3-exhaust and 3 intake—1,000, 800, and 600 rpm; 3250 cfm; adjustable panels from 27 to 34 in. shell white baked enamel.



From the makers of famous Universal Gas Ranges . . .

the first really new home heater in 20 years!

So revolutionary it guarantees <u>constant</u> floor-to-ceiling <u>comfort</u> at all times . . . just like costly central heating!

No more customer complaints about cold floors and burning hot ceilings. Never another nasty word about drafty-off-and-on heat blasts. The new Universal Constant Comfort Gas Heater brings the most modern central heating principle of constant heat circulation to "space heater" homes. Automatically maintains even temperatures throughout the rooms at all times. Yet it costs less than some ordinary "space heaters" and requires no extra installation.

New sales appeal in every new feature!

Never in home heating history has there been a heater with so many features customers have long hungered for. Fiberglas insulated cabinet, always cool and safe to touch. Beautiful new space-saving design. Complete air filter system—and many more that make the newest "space heater" you've seen old-fashioned.

Rush the coupon for details today!

National advertising is all set for the early Fall selling season. The replacement market alone will be tremendous plus fast-growing new demand for use in motels, house trailers, recreation rooms and hundreds of other locations. You can't afford to miss a moment of it. So act now.

Products of Cribben & Sexton &

ribben & Sexton Co. 700 N. Socramento Bivd., Chicago 12, III.

Gentlemen: Please rush complete information about the special money-saving advantages of placing my Universal Constant Comfort Gas Heater order now.

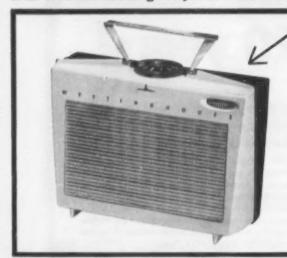
Tap the Tremendous Mid-



"Sell-On-Sight" Gift Radios

ONLY WESTINGHOUSE RADIOS are so colorful . . . so new . . . so packed with quality features to make them the finest performers of all. And, only Westinghouse gives you PRECISIONEERED dependability . . . the exclusive "Silver Safeguard Chassis" that means longer, more trouble-free life . . . customer satisfaction to build that extraprofitable repeat business.

ONLY WESTINGHOUSE gives you PRECISIONEERED Portables with exclusive "Sell-On-Sight" styling plus Unbreakable Case!



MEW HOLIDAY 3-Way Portable has permanent Stay-Fast Colors . . . ultra modern "Sweep-Back" styling. Extra powerful speaker and antenna . . . extra sensitivity . . . works like a charm in your car. In Gray and Black, White and Sand, Green and Spruce Green, and other popular two-toned colors. (Shoulder Strap carrying case optional accessory).

NEW RAMBLER Personal Portable is smaller, lighter, smarter... has exclusive Battery-Saver Switch... sensitivity and tone of larger, more costly portables. In Tan and Brown, Gray and Black, White and Sand. (Shoulder Strap carrying case optional accessory).



ONLY WESTINGHOUSE gives you a complete line of PRECISIONEERED Table Radios at "Sell-on-Sight" prices!



Handsome Star Value. Extra power . . . extra reliability . . . extra sales. Black, Ivory, Coral.



Sparkling Showpiece. Modern Cabinet with contrasting grille cloth. Black, Green, Red and Gold, Tan and Gold, Gray and Tartan.



Sleek Seneramie. Two speakers for concert-hall tone . . . slide-rule dial. Black, Ivory, Maroon, Tan, Green, Gray.



Lang-Hange Trans-Herizon. Three gang condenser...automatic volume control. Six tubes. Tan and Brown.



Superb Radesonic. Fine wood cabinet . . . swivel stand. Six tubes. Phono Plug-In. Mahogany, Blond Birch, Silver Walnut, Leather. 8 inch Speaker.

ONLY WESTINGHOUSE gives you PRECISIONEERED Clock-Radios with so many "Sell-On-Sight" features!



Decorator Design . . . Budget Beauty. Automatic Wake-up switch. Magna-Power speaker. Black, Ivory, Coral.



Distinctive Early Bird. Easierto-read clock face. Wake-up Switch. Gray, Brown, Ivory.



Delaxe Clock-Radio. Slumber switch, wake-up-to-music, delayed-action alarm. Ivory, Rose, Black.



Custom "Suburbanite." Slumber switch, wake-up-to-music, alarm. Gray and Maroon, Ivory, Green, Rose and Black.



Calendar-Clock-Radio. Tells day, date and time. Handy appliance outlet. Ivory and Gold, Maroon and Gold, Black and Gold, Models without calendar.

Display-Promote - Sell Radios during NATIONAL RADIO WEEK - May 13-May 19 Westinghouse Electric Corporation - Television-Radio Division, Metuchen, N. J.

Year Gift Radio Market

...with WESTINGHOUSE Giant "Shower of Gifts" Promotion

FREE "SHOWER OF GIFTS" PROMOTION KIT... to help you cash-in on all the gift-giving events coming . . . MOTHER'S DAY, FATHER'S DAY, GRADUATION DAY . . . weddings, birthdays, anniversaries. Yes, it's the biggest, best, most comprehensive package of sales aids ever . . . with everything it takes to remind your prospects and customers that . . . THE BEST WAY TO REMEMBER THE DAY IS TO GIVE A WESTINGHOUSE RADIO!



6-set, all-metal display rack... a \$9.95 value FREE—for this campaign. it's permanent, eye-catching, a silent salesman that works full-time building profitable, top-margin gift business for you.

- More co-op ad mats aimed right at gift-buyers.
- More banners and posters with more color . . . more appeal.
- More hang tags to put right on the radios.
- More ideas for local promotions . . . exciting new ways to spark buying interest.
- More direct mail ideas to take your message straight into customers' homes.
- More radio spots to catch the ear of the listening audience at home . . . in cars.
- More Point-of-Sale display suggestions to help you create an In-Store Selling Center just for Westinghouse Gift Radios.

ALL THIS AND NATIONAL ADVERTISING SUPPORT, TOO!



Full-page advertising that makes the most of the powerful gift-giv-ing theme. See it in LIFE and PROGRESSIVE FARMER.

Factory Advertising in many markets that hits hard . . . supplies you with unbeatable tie-in opportunities for your own local newspaper advertising.

More than 20,000,000 viewers of famous "Studio One" will see and hear Betty Furness prove that Westinghouse Radios are best to give . . . best to get . . . best to buy.

Phone your Westinghouse Radio Distributor today . . . and be prepared for big profits right away.

WATCH WESTINGHOUSE WHERE BIG THINGS ARE HAPPENING FOR YOU!



NEW PRODUCTS



DOMINION Table Stove

Dominion Electric Corp., Mansfield, O.

Device: Dominion double-burner table stove No. 1425.

Selling Features: Styled with chrome top and easy-to-clean base in white enamel, turquoise or yellow; range-type dial switches provide fingertip heat control; left element cooks at 3 speeds; right element keeps food warm with one steady heat; 17 in. x 9 in. x 4 in.

Price: \$12.95 (Denver and West \$13.95).



PARTY-Q Barbecue Spit

Party-Q Corp., 601 W. 26th St., New York, 1, N. Y.

Device: Party-Q Roti-Matic portable battery-powered barbecue spit,

Selling Features: Fits any barbecue grill, brazier or fireplace; motor operates for 24 hrs. on 2 standard flashlight batteries; steel mounting brackets adjustable to 3 cooking positions, attach to any grill rack; 24 in. heavyplated steel spit with 2 adjustable meat forks; rotates 15 lb. roast or fowl.

Price: \$10.95 (batteries not sup-

Price: \$10.95 (batteries not supplied) Basket grill for cooking steaks, burgers, franks, \$2.95 extra.

Delta Power Tool Div. Rockwell Mfg. Co., Pittsburgh 8, Pa., announces a new 9-in. radial arm saw, fully portable, and designed for home workshop; ‡ h.p. dual voltage motor; turret arm; designed for bench-mounting or for use as floor model with special legs and caster sets available extra. Price, \$239.

Ventilating range hoods and door chimes are announced by Progress Mfg. Co., Inc., Philadelphia. The new hood removes smoke and cooking odors and illuminates the range top. Antique copper and stainless steel finish to blend with any type kitchen decor.



Two new cabinets have been added to the Beauty Queen line: \$18CD, a 4-drawer steel base cabinet, 18-in. wide; has three lower slide-out drawers hidden by a full door.



S41CBP, corner base peninsula cabinet, can be used as room divider or corner cabinet. Front has one drawer, one door and a full shelf; back has two full-width doors. Toledo Desk & Fixture Co., Maumee, O.

A portable 71 in. saw is being added to the SpeedTool line of Thor Power Tool Co., Aurora, Ill. Designated as No. 475 Thor SpeedSaw, it features an automatic telescoping guard riding on anti-friction ball bearings, weight 14½ lbs; has series wound motor for a.c. or d.c. Price, \$64.95.

Correction

In the April issue, p. 154, the amperage listed for Whitehall air conditioner WK-11D was inadvertently listed as 19.5. Actually this product uses 9.5 amps.





Republic Kitchens announces two wall peninsula cabinets with double doors on either face for use above snack bars, room dividers. Items may be inserted or removed from either side; 24 in. wide, 13 in. deep; one is 30 in. high has 2 adjustable shelves, the other 24 in. high has one adjustable shelf.

Color, Styling and

PERFORMANCE...



Maybe that's part of the explanation why
the Monarch is America's fastest growing
wringer washer. In this colorconscious age good looks may come
first but there has to be
outstanding performance, too!

In the vast — over 1,250,000 units this
year — wringer washer market there
are countless prospects who look for,
and who respond to, the superior quality
features you can offer in a
Monarch Washer.

There's a Monarch distributor near you — ready to give you full information. A note on your letterhead will bring results promptly.

516-B-AMERICAN FURNITURE MART CHICAGO

SOLD ONLY THROUGH DISTRIBUTORS



MODEL EF-400

Monarch washers

CENTRAL RUBBER & STEEL CORPORATION . FINDLAY, OHIO

ANNOU

the new

alayer

HEWAY

with the 3 greatest advances in vacuum cleaner design!



BIG WHEELS float the new golden Lewyt smoothly over deep rugs, door sills, everywhere.



ROLLING NOZZLE glides on wheels as it cleans. No more tiring push-pull!



RIDE-ALONG TOOLS on built-in rack do 23 cleaning jobs without one wasted step.

Plus

MORE WORK-SAVING FEATURES THAN ANY OTHER CLEANER!

- 1. All steel construction
- 2. Exclusive power dial
- 3. New tip-toe pedal switch
- 4. Exclusive 2-in-1 nozzle
- 5. Biggest dirt-holding capacity
- 6. Quickest, cleanest dirt disposal
- 7. Positive lock-seal tubes
- 8. 5-way allergy-proof filter system
- 9. Non-clog vinyl hose
- 10. New dirt-grabbing power

Never before...so many easy-cleaning features. Never before...such tremendous advertising and promotion plans. Never before...so much opportunity for YOU to build vacuum cleaner sales, with bigger profit margins, from the very first day you put this new golden Lewyt on your floor! Don't delay—call your Lewyt Distributor...now!

LEWYT CORPORATION

84 BROADWAY . BROOKLYN 11, NEW YORK

Also sold through leading Canadian Distributors



Model 90

SOLD IN ONLY GO DAYS BY ONE DEALER

822

Magnavox Television and High Fidelity instruments at full retail price

PRICE'S INCORPORATED

From January 3rd to February 29th, 1956, in a local sales contest, Price's Incorporated of Norfolk, Virginia, put 822 Magnavox customer names on the dotted line. Our hat's off to Price's.

In 1956 less than 1500 Magnavox dealers will sell \$100,000,000 worth of Magnavox instruments

There's no doubt about it, Magnavox moves fast in every part of the country. Last year on Magnavox sales alone, fifty dealers averaged \$400,000 each. One hundred Magnavox dealers averaged \$300,000 each. That's volume selling in anybody's language! And this year the profit picture is even brighter—less than 1500 dealers will share in \$100,000,000 in Magnavox television and high fidelity sales.

What's the magic money-maker for Magnavox dealers? It's the complete and saleable Magnavox line plus the exclusive Magnavox franchise. Look at its profit-making points:

- 1. Most Complete, Competitive Line
- 2. Greater Profit Margins
- 3. Most Step-Up Sales Features
- 4. No Price Cutting

- 5. Price-Protected Inventories
- 6. No "Annual Line," No Dumping
- 7. Transportation Prepaid
- 8. No Promiscuous Franchising
- 9. Gold Seal Guarantee



Three months' service on all Gold Seal television and high fidelity instruments, plus a full year's warranty on all tubes and parts.

Let's talk it over. We'd like to give you all the details so that you can compare them point by point across the board. There may be a Magnavox franchise open in your area. Why not write today? The Magnavox Company, Fort Wayne, Indiana.

Magnavox

high fidelity television, radio-phonographs



G-E Portable TV Sets

General Electric Co., Electronics Park, Syracuse, N. Y.

Models: 2 new series of portable TV sets: Personal models 9T001 and 9T002 and large screen portables 17T025 and 17T026.

Selling Features: Personal models 9T001 and 9T002 have 9 in. picture tube; set measures 8½x9½x13½ in.; weighs 13 lbs.; Jet age design, aluminum cabinet tapers toward back; slants forward at front in hooded effect over tube; tuning controls located on top, recessed in cabinet; aluminum carrying handle; tube complement consists of 12 tubes, 1 tube-type rectifier, 1 selenium rectifier and 5 semi-conductor diodes; conventional tuner, completely shielded; tinted screen over tube face; rabbitear antenna secured to back of set; folds out of way when carrying; 2 color combinations, brown and ivory and peacock blue and ivory.

Large screen, 17-in. portables weigh 32 lbs.; taper from front to back; aluminum carrying handle at top; controls located at side, and together with speaker opening slant forward; rests on 3 supports—2 in front and 1 in rear; chassis has 15 tubes including picture tube and tube-type rectifiers plus 5 semi-conductor-type rectifiers; 41 mc IF; dark safety screen over aluminized tube.



ANDREA TV Set

Andrea Radio Corp., Long Island City, 1, N. Y.

Model: Deauville, 21-in horizontal chassis console model.

Selling Features: Full tambour doors; modern lowboy cabinet; aluminized picture tube with removable tinted safety glass; 12-in. speaker for low registers, 5-in. speaker for high register response and full fidelity sound system; hardwood cabinets in red mahogany, blond, ebony or fruitwood finishes. Prices: From \$379.95 for mahogany to \$399.95 for fruitwood.

NEW PRODUCTS TV and Radio



MAGNAVOX TV Set

The Magnavox Co. Ft .Wayne, 4, Ind.

Model: Magnavox Videorama No. 21, MV 142 L

Selling Features: Includes 265 sq. in. aluminized 90 deg. deflection picture tube with uniform focus to edge of screen; chromatic optical filter with reflection barrier; safety glass; deluxe vertical transformer-powered chassis has 20 tubes including 3 rectifiers; VHF cascode and UHF "teleramic" tuners; keyed automatic gain control for improved fringe area; 41.25 IF amplifier; audio equipment includes 4 Magnavox "Multisonic" hi-fi speakers: two 8 in. and two 4 in. speakers, with sound diffusers producing "Stereosonic" sound-picture surrounded by sound; top-mounted controls concealed for standup tuning; wide range tone control provided for individual listening; available in Syntex mahogany, white oak or cherry.

Price: Starts at \$299.50



OLYMPIC TV Sets

Olympic Radio & TV Inc., Olympic Bldg., Long Island City, 1, N. Y.

Models: 2 new portable TV sets Cabana and Beachcomber, and a 17-in. table model Baltimore.

Selling Features: Cabana model 14TT50L in suntan leatherette with golden trim has 14 in. black contrast 70 deg. picture tube with 96 sq. in. viewing area.

96 sq. in. viewing area.

Beachcomber, 17TU51C and
17TU51R in 2-tone blue and ivory
leatherette or red and ivory, have



17 in. black contrast 90 deg. picture tube with 149 sq. in. viewing area, compact, Cabana measures 12\frac{12}{15\frac{1}{2}}x15\frac{1}{2} in.; Beachcomber 14\frac{1}{2}x15\frac{1}{2} in.; weights are 35 and 45 lbs. respectively. Both models have 13 tubes plus 2 rectifiers, high gain pentode video amplifier and built-in antenna.

Table mode 17TU52M features

Table mode 17TU52M features all wood cabinet in grained mahogany or oak; 17-in. (diagonal measurement) picture tube; 149 sq. in. viewing area; 13 tubes, 2 rectifiers; high gain video amplifier; built-in antenna; side controls; wide-angle "picture frame" look cabinet.



SPARTAN TV Sets

Spartan Div., The Magnavox Co., Ft. Wayne, 4, Ind.

Models: New Spartan line consists of 5 basic models representing 16 cabinet finishes in VHF version. Same 5 basic models are provided for UHF in 12 cabinet finishes, Winthrop, Hampton, Winfield, Riviera, Haverford.

Selling Features: Chassis employed in all models is Magnavox designed; Winthrop 1V120L, 21 in. table model has full transformer-powered chassis, aluminized tube; top controls including local-distance selector switch; slanted safety glass and picture tube deflect; top-mounted speaker provides omnidirectional sound distribution; available in scuff-resistant Magnatex finishes of Cordovan and blond, also in mahogany and cherry Syntex finishes.

Hampton, 1V300L, 21-in. budget console has aluminized tube, removable optical picture filter and reflection barrier; large 8-in. Magnavox speaker slanted to give ear-level sound; top-mounted controls including local-distance selector switch. Cordovan or blond Magnatex or mahogany Syntex finish

Haverford, 21-in. console with to-the-floor base with casters has removable optical filter with slanted reflection barrier, aluminized tube; recessed top controls; hi-fi sound system has two 8-in. Magnavox slanted speakers; mahogany, oak or cherry Syntex finish.

Winfield, traditional 21-in. console has concealed swivel casters; slanted filter, and reflection barrier;



3-speaker sound system uses two 8-in. heavy duty bass speakers and a hi fi 5-in. speaker; tone control included with other top tuning controls; blond or dark mahogany or cherry Syntex.

Riviera, 24-in. lowboy has stand-up front tuning; 24-in. slanted aluminized picture tube; removable sepia tinted optical filter; 3 speakers genuine hard wood cabinet in mahogany, oak or cherry.

Price: From \$179.95 for Winthrop VHF to \$339.95 for Riviera.



SONORA Portable TV

Sonora Radie & TV Corp., 325 N. Hoyne Avc., Chicago, 12, III.

Model: Sonora 17-in. portable TV set.

Selling Features: Automatic gain control; automatic fixed focus; multi-purpose tubes; dynamic speaker; built-in antenna; sidetuning controls; carrying handle; 2-tone brown and beige, or mahogany without handles; size 15 in. wide, 14 in. high, 12 in. deep.



An electronic weather station for home use is announced by El-Tronics, Inc., Mayfield, Pa. The new instrument gives accurate readings of wind velocity and direction, inside and outside temperatures, outside humidity and barometric pressure. Outside unit designed for easy roof-top installation is equipped with weather vane and anemometer which transmits weather to desk ready by means of electric impulses. Price: \$149.95.

Beginning in September...

more than 25 different...trend-setting

ELECTRI-LIVING HOMES

built in fast-growing communities coast to coast...will provide

SELLING IMPACT!

unique in the home field

Out of the pages of September LIVING more than 25 different trend-setting Electri-Living homes will spring to life from coast to coast... designed by leading architects from each region and locality... utilizing the ever-increasing contributions of electricity to the home-keeping, home-enjoyment, home-entertainment of young families... and vigorously promoted in all media by electric utility companies, home-builders, leading retailers.

THE INITIAL 25 ELECTRI-LIVING HOMES WILL SPARK THE PURCHASE
OF THOUSANDS MORE HOMES... CREATE SALES OF ELECTRICAL EQUIPMENT
AND HOME PRODUCTS ADDING UP TO MILLIONS OF DOLLARS



A Street and Smith Publication * 575 Medison Avenue, New York 22, N. Y.

Peak-circulation September LIVING will help



you step up Sales of Homes, Appliances, Furniture,

Furnishings through mounting IMPACT!

Important Reminder:

Young Homemakers

buy 73% of all houses

72% of all washing machines...

70% of all furniture ...

63% of all refrigerators ...

62% of all ranges ...

62% of all TV sets.

Because they need so many things right now, LIVING's young homemakers are out buying today and every day.



Reader IMPACT: More Young Homemakers than ever before will avidly read, study and buy from the ELECTRI-LIVING issue . . . It will be a reference issue for months to come for young families who are planning to buy homes now - or remodel their present ones.

Trade IMPACT: Thousands of leading builders will constantly refer to, and regularly use ELECTRI-LIVING plans and ideas in their home building activities.

Additional Consumer IMPACT:

Local promotion by electric utility companies, by home builders, by leading retailers - using all media will bring hundreds of thousands of potential home buyers to inspect scores of homes. Young homemakers viewing these homes will be seeing a regionally-designed home that will provide a new local stimulation to home building and home building activity because these **ELECTRI-LIVING** homes are:

> Homes designed and built around the needs, wants and characteristics of the local community.

In September LIVING - Show and Sell Your Whole Line

To benefit most from the intensive readership of the most important issue of LIVING'S history show young homemakers everything you've got... show America's leading builders your complete line.

In LIVING's Most Important Issue

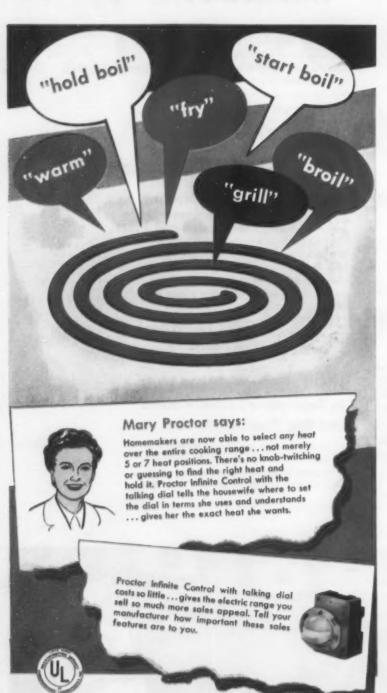
- All advertisers of electrical equipment, major and small electrical appliances
- · All advertisers of building materials, fixtures, systems
- All furniture and furnishing advertisers will be identifying their products with homes of good design ... homes of imagination ... homes for young homemakers - AMERICA'S BIGGEST HOMEBUYING MARKET

Bonus for September advertisers! More circulation—far above any previous issue in LIVING's history. More readership. More selling impact.

RIGHT NOW space reservations are being made by many advertisers for multiple pages. September issue closes July 1st for 4-color, July 5th for B/W and 2-color.



Now the "talking dial" spells out the heat in (terms women understand . . . with Proctor Infinite Controls



you need a Proctor on your range

Equipment Division, Proctor Electric Co., 3rd St. & Hunting Park Ave., Phila 40, Pa.

NEW PRODUCTS.

Radio and Phonos



EMERSON Portable Radios

Emerson Radio & Phono. Corp. Jersey City, 2, N. J.

Models: No. 856 transistor "Pocket radio"; 3-way portable 848 and 850. Selling Features: No. 856 weighs approximately 1 lb.; 6 in. wide; 11 in. deep; contains 2 transistors and sub-miniature tubes; self-contained batteries have longer lifespan; available in variety decorator colors.

No. 848, 3-way portable has plastic cabinet in variety of colors; op-erates on self-contained batteries or on a.c. or d.c.

No. 850, conventional portable has extra long-life battery complement; available in variety of colored cabinets with contrasting colored trims. Prices: No. 856, and 848, \$28; No. 850, \$18.

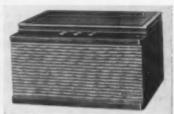


DuMONT Portable Radio

Allen B. DuMont Laboratories Inc., 750 Bloomfield Ave., Clifton, N. J. Device: "The Beachcomber" port-

able radio.

Selling Features: Genuine leather case in saddle tan, hunter green or red top-grain cowhide; double-duty, adjustable carrying strap; 2 bat-teries-75-volt "B" pack, and 11 volt "A" pack in a life-saver circuit; operates on battery or a.c.-d.c.; 4-tubes and rectifier superhet circuit; 4-in. Alnico speaker; a.v.c.; built-in Ferrite antenna; CD mark-



MAGNAVOX Hi Fi Phono

The Magnavox Co., Ft. Wayne, 4, Ind.

Model: Magnavox Concerto hi fi phono No. TP 264B.

Selling Features: Audio system in-

cludes two 6x9 in. oval speakers and a 5-in. speaker with sound diffusers front mounted; amplifier has push-pull power output of 6 watts with 3 tubes plus a rectifier; Manavox-Collaro 3-speed intermix changer with automatic shut-off and muting switches equipped with dual sapphire stylii; available in mahogany, oak or cherry with stand

Price: \$119.50



PHILCO Hi-Fi Phonos

Philco Corp., C & Tioga Sts., Philadelphia, Pa.

Device: 3 Philco "Music Chamber" hi-fi phonos.

Selling Features: Two models available in console style and one a consolette-convertible; all models have matched audio system with Philco's electrostatic speaker in conjunction with an electrodynamic "woofer"; newly developed push-pull circuit produced 10-watts maximum output; new models have Philco 3-speed automatic record changer; a stabilized tone arm with oz. weight on record surface; separate base and treble controls.

Price: Model 1764, shown, \$189.95 in mahogany; \$199.95 in blond or



FANFARE Phono

Fanon Electric Co., Inc., 150-09 So. Road, Jamaica, N. Y.

Device: 3-speed automatic phono

Selling Features: Plays all 3-speeds, 7, 10 and 12 in records; automatic, changer with intermix and slumber switch features; dual sapphire styli; volume and tone controls; Alnico V speaker; modern 2-tone carrying case covered with pyroxylin treated

General Electric announces . . .

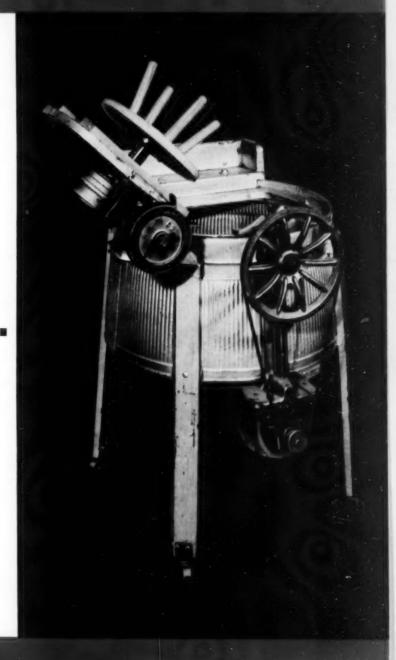
THE MOST IMPORTANT DEVELOPMENT IN APPLIANCE MOTORS

since
washers
looked
like this....

NEW POWER FOR

- WASHERS
- . DRYER
- DISHWASHERS
- IRONERS
- FOOD WASTE DISPOSERS

Here's what it means to you!



GENERAL (%) ELECTRIC

General Electric announces . . .

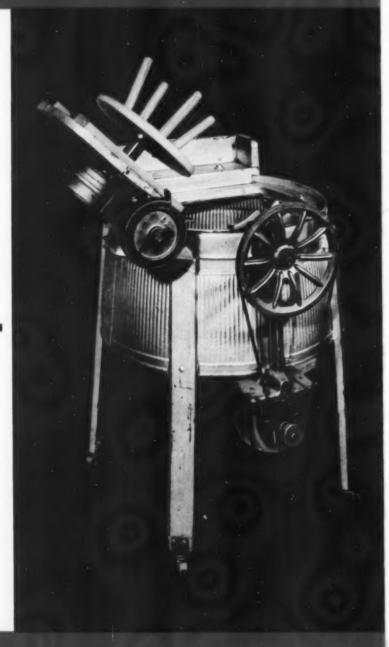
THE MOST IMPORTANT DEVELOPMENT IN APPLIANCE MOTORS

since
washers
looked
like this.....

NEW POWER FOR

- WASHERS
- DRYERS
- DISHWASHERS
- IRONERS
- FOOD WASTE DISPOSERS

Here's what it means to you!



GENERAL (%) ELECTRIC



4 out of 5 times...the <u>woman</u> chooses the brand!

When a couple buys a washing machine, for instance, it is the *woman* who does the preliminary shopping, who decides which features are important, who eliminates brands, and who selects the brand of washer which is bought.*

Almost half of all women who shop in appliance stores read Ladies' Home Journal, so the manufacturer who advertises his product in this No. 1 magazine for women is giving the retailer the best possible selling support.

*Based on survey of recent washing machine buyers

Never underestimate the power of a woman, nor the power of the magazine that understands women

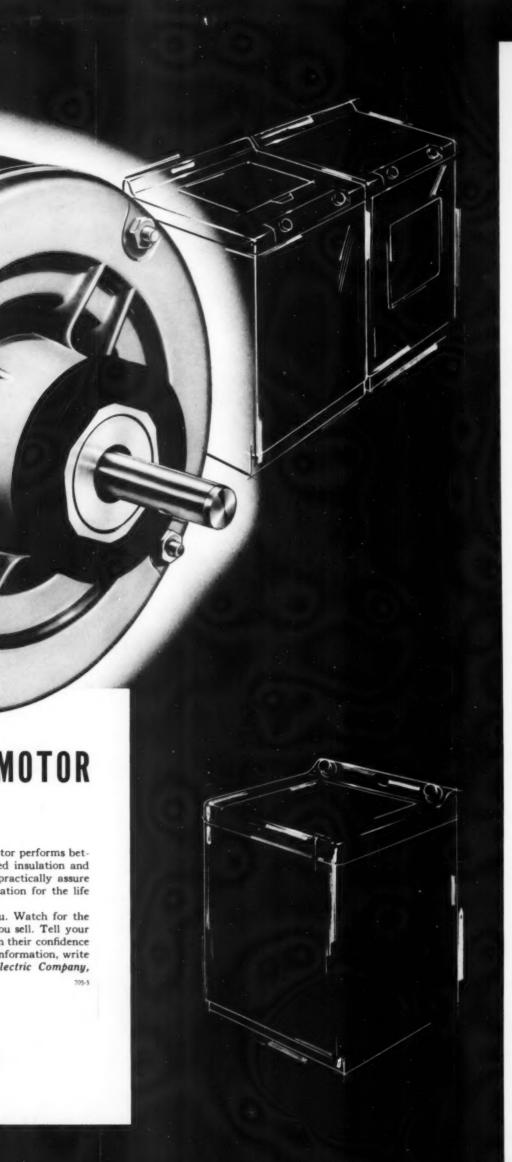


No. 1 in circulation

No. 1 in newsstand sales

No. 1 in advertising revenue among all magazines edited for women







LASTS LONGER

Mylar* polyester film insulation in the G-E motor is eight times stronger than conventional insulation—has 35 times better resistance to moisture.



NO OILING

New bearing system is completely sealed—your customers can forget it! It will run dependably for the life of the appliance—without attention!



CUSTOMER SATISFACTION

Exhaustive tests like the life tests shown here prove that this new G-E motor lasts longer—helps to build good customer relations and repeat business.



FAST SERVICE

Hundreds of G-E authorized Small-Motor Service Stations across the country are equipped to make repairs if necessary. See listing in "yellow pages."



4 out of 5 times...the woman chooses the brand!

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Never underestimate the power of a woman, nor the power of the magazine that understands women

Indies' JOURNAL AGUATION AGUAT

No. 1 in circulation

No. 1 in newsstand sales

No. 1 in advertising revenue

among all magazines edited for women

TRADE REPORT

MAY • 1956

Westinghouse Sets Its Sights...

... on top spot in consumer goods

- Current all-out effort is designed to do more than overcome losses suffered during the costly winter-long strike
- The ultimate goal: top spot in each consumer goods field with volume from all these lines passing the billion dollar mark

Westinghouse Electric Corp. is currently spending more money on promotion and advertising than ever before in the firm's 70-year history.

The obvious explanation for such stepped up activity is that Westinghouse is out to make up for ground lost during a 156-day strike which ended in late March.

But that's only part of the reason the company is spending so much money. And it's only part of the reason the company is scheduling early introduction of a number of new products (including a rectangular-tubed color set).

And it's certainly only part of the reason why so many new faces loom so large at Westinghouse today.

The big reason behind all these moves is simple enough: Westinghouse today is out after a bigger slice of the consumer products market than it has ever enjoyed. Chris J. Witting,

new on the Westinghouse scene as vice-president and general manager of consumer product divisions, puts it bluntly: Westinghouse wants a billion dollar volume in consumer products and dominance in each product field.

Thus, it's obvious that Westinghouse is trying to do more than recoup the \$36-million worth of appliance sales lost during the prolonged strike. The company is obviously out to build real status for itself in the consumer goods field. Witting admitted as much to the press in New York last month when he noted that Westinghouse's reputation seemed to be that of a "heavy apparatus company" and noted also that the firm had been accused of a "lack of attention to wholesaler and dealer activities."

It's a foregone conclusion that steps to remedy this situation were underway even before the strike crippled Westinghouse last fall. The final, longdelayed settlement of that strike has now given the firm a chance to launch its counter-offensive. At first glance the drive may seem aimed only at patching up the after-effects of such a prolonged work stoppage. But to those watching the situation closely it's obvious that the firm's current plea to "Watch Westinghouse" is good advice indeed.

The Problem. Westinghouse's problems got a thorough airing last fall when in quick succession two business papers noted that the "ailing giant" was getting "a cuffing." In the first half of 1955 sales dropped almost seven percent and earnings plummeted 35 percent. This March Fortune asked bluntly "What's wrong at Westinghouse?"

In justice to the firm's consumer goods it must be noted that the most damaging criticism leveled at Westinghouse left the consumer goods divisions relatively unharmed. Nevertheless the entire company smarted under cancellation of a Navy order for jet engines and cancellation of large contracts for Air Force control apparatus. Then too, last year's "white sale" of

To Reach Its Goal:

. . . NEW PROMOTIONS

WATCH WESTINGHOUSE!



Where **BIG** things are happening for **YOU!**

. . . Like This Big Newspaper Ad

NEW PRODUCTS

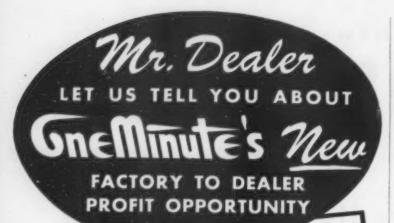


. . . Like This Versatile Built-In

. NEW PEOPLE



. . . Like Consumer Goods Boss Witting



4 PROVED SALES-MAKER
COMPETITIVELY PRICED
SUPERIOR QUALITY
WRINGER WASHERS



Deliveries direct from factory.

Complete factory responsibility for ALL service and parts.







Plus A COMPLETE LINE OF FULLY AUTOMATIC WASHERS WITH MATCHING DRYERS

Write, Wire or Phone Les Green, Sales Mgr.
Some Distributor Territories Open

ONE MINUTE WASHER CO.

KELLOGG, IOWA

APPLIANCE CRAFTSMEN SINCE 1898

heavy utility apparatus hurt the Westinghouse profit picture. The costs of new manufacturing facilities and a tense labor situation complicated the entire picture.

The consumer products divisions did not escape all criticism. Business Week noted that some people considered the firm's appliance business as its "Achilles heel" but added that appliance volume even then was up sharply. The Wall Street Journal added that "some retailers contend that the company isn't doing everything it could to get its share of business." One specific complaint: Westinghouse didn't push advertising at the local level the way some of its major competitors did.

This was the situation when the Westinghouse unions called a strike last October. Negotiations dragged on through the winter, finally culminating in a settlement on March 25. The 156—day strike was the longest major strike in recent years. When it was over company officials estimated that it had cost them \$80 million in consumer goods sales. A back to work movement in some plants had helped, but production and distribution had been badly damaged. On the bright side, Westinghouse contends it lost no major full-line distributor and no exclusive dealers.

The Comeback. Westinghouse's immediate job today is clear. With the first quarter written off for all practical purposes, the company must manage to make and sell 12 months production in the remaining nine months of the year. The quotas in themselves are tough enough even for a 12 month period; consumer products are expected to show a gain of at least 35 percent over 1955 levels.

But that's not all. The company realizes that during the strike it lost dealers who took on other lines because they had no Westinghouse merchandise. The company must come up with products, pricing, promotion and policies attractive enough to win back these dealers—and to enable all its dealers to sell the stepped up stocks of merchandise Westinghouse expects to move this year.

To do this Westinghouse has come up with a new look in products, promotion and people.

Promotion. At this stage, the firm is talking most about its promotional plans. They're called the largest in history but beyond that Witting refuses to be explicit. He does admit that a company promotional budget of \$32 million was approved last year and he adds that "you don't spend much promoting turbines." The inference is that the bulk of promotional monies will be put behind consumer products.

Keyed to the theme of "Watch Westinghouse," the promotional program includes:

 A product "pre-sell" campaign which began last month with newspaper advertising and will be stepped up with radio advertising this month.

A simultaneous trade paper campaign aimed at dealers.

 An "image-building" campaign of multi-color, multi-page institutional and product ads in major magazines.

4) Use of "Studio One" to plug the Watch Westinghouse theme.

5) Sponsorship of CBS convention coverage.

The "most extensive and effective dealer aid program" in Westinghouse history.

7) Trade magazine advertising.
An innovation in the consumer phases of this advertising will see Westinghouse talking more and more about its full line of consumer products. "Only one other manufacturer has as complete a line of products for the home," says Witting. "We intend to capitalize on this inherent strength of our corporation and its importance to our distributors, dealers and customers."

Product. Westinghouse officials must solve a double-edged production problem. They must begin turning out vast quantities of current merchandise to catch up on business lost during the strike. But to make the strides being planned on, the company must also begin producing "new" merchandise

There was evidence last month of progress in both directions. president John Craig, who heads up the firm's appliance divisions, told a New York press conference in early April that by the end of the second week back at work the firm was shipping pre-strike quotas of refrigerators and home laundry equipment. This quick start was helped considerably by a back to work movement at the Columbus and Mansfield, O., plants. In Columbus, where refrigerators and a good part of the laundry line are out, 3200 (of the 4200-man pre-strike force) had returned to work by the end of the strike and Craig says that the output of the 3200 equaled that of the 4200 earlier. Back to work movements at Mansfield had made it possible to ship stock in inventory and to begin limited production of 1956 models.

With the end of the strike Westinghouse moved quickly to make up for lost time. Craig announced plans for a 35 percent step-up in production. At Mansfield 1000 more employees were added and the plant went on a two-shift, six-day week. At Columbus 600 are being added. Even so, says Craig, "we will not have begun to fill our pipelines to our distributors and dealers adequately for seven or eight weeks."

The firm's TV plant at Metuchen, N. J., faced a somewhat different problem. Mass picketing had prevented shipments from warehouses and the first problem there was to move inventory. By the end of the first week of settlement, general manager E. J. Kelly reported that 75 per cent of factory inventory had been shipped against firm orders. "The merchandise will move and there will be no dumps," Kelly promised at the early April press conference.

New Products. No one at Westinghouse is inclined to think their production problems are solved once the 1956 lines of conventional appliances get back into free supply. More and more it is being accepted as axiomatic that the firm must come up with new products to carve out the spot it has selected for itself in the consumer products field.

(Continued on page 174)



DOLE SOLENOID VALVES

Dole Solenoid Operated Valves have been the standard of the industry since the first successful automatic home laundry and dishwasher were developed. The simplicity of their operation . . . their dependability . . . their ability to stand up under the toughest service have led to their adoption by all leading manufacturers of automatic clothes washing and dish washing equipment.

In dealer service departments, too, Dole Valves are recognized for the simplicity of their design and the trouble-free service they render.

If you manufacture home laundries, dishwashers or other products where flow or temperature must be measured or controlled, be sure Dole Valves are on your equipment.

If you sell such appliances, a Dole Valve is your assurance of highquality design and manufacture.

CONTROL WITH

DOLE



The Dole Valve Company 1901 Carroll Avenue Chicago 12, Illinois Philadelphia, Detroit, Los Angeles

Quick, easy plus profits from Honeywell!



Brand new, low-cost, plug-in control makes unit fully automatic. Sell your customers automatic protection, plus new convenience and economy, with every dehumidifier! Honeywell H45A Dehumidifier Control turns unit on and off automatically; controls humidity just like a thermostat controls temperature. Adds efficiency; adds to life of unit; cuts operating costs; ends guesswork. User simply plugs in! List price \$14.95.



Now—plug in thermostatic control of room air conditioning, too! Benefits are easy to sell. This Honeywell thermostat, finest of its kind, keeps room comfort constant by turning air conditioner on and off automatically as room temperature demands. Unit operates only when it's needed; no overcooling, no excessive power costs. Just plug it in. List price, standard TA42M, \$24.20.

Hot new premium idea!

These two Honeywell plus-profit controls are natural tie-ins with your dehumidifiers and room coolers. Promote them! A little extra push brings big profit returns without extra sales cost.

Get complete details by calling your local Honeywell office today. Or phone, write or wire Honeywell, Dept. EM-5-54, Minneapolis 8, Minnesota.

Honeywell

across the nation



H First in Controls



CRAIG



KELLY

This is something of a revolution at Westinghouse. One of the criticisms leveled at the company by dealers in the past has been that the firm has been slow in bringing out new merchandise. If present plans work as expected, this criticism should be well answered within the next six months.

In late summer Westinghouse will begin shipping a line of built-ins. Included will be a

 two-door refrigerator-freezer that can be installed horizontally or vertically.

—laundry equipment which can be stacked one on top of the other or located side by side as either built-ins or free-standing.

or free-standing.

-built-in cooking equipment including 24-inch and 17-inch ovens and three surface cooking platforms.

Well aware that others have already begun mining the built-in market, John Craig concedes that "the novelty value of built-ins is not enough. To be readily marketable it was necessary to establish a basic design premise for all of our lines of built-in appliances—the premise that each must provide complete flexibility in location and the widest possible variety of models while reducing to a minimum any inventory problem for dealers or distributors."

The new refrigerator-freezer illustrates this point. The fact that it can be installed horizontally or vertically broadens the potential market for it.

New TV, Too. Possibly even greater stress is being laid on new products at the firm's radio-television division. Always faced with a problem in getting its share of the market, the radio-TV division is quite frankly pin-

ning most of its hopes on color TV and portable receivers.

Color will come first. Sometime early this month shipments are due to begin on a set with a 22-inch rectangular tube. If things work out as planned it will have lots of competitive advantages. It will be the only color set with a rectangular tube. It will be competitively priced. It will fit in a cabinet no larger than used now on the firm's 24-inch black and white set.

24-inch black and white set.
Later on this summer Westinghouse (like many another firm in the field) will begin shipping a portable receiver line. The first set will have a 17-inch tube. Later a 14-inch will be added.

General manager Kelly went to considerable lengths to add that the firm was not short-changing its conventional black and white line. These sets should benefit from re-styling by Raymond Loewy.

Right now, the firm's new radio line is being shipped and sometime this month deliveries on an all-transistor radio should get underway.

Finally, People. While the trade will most certainly be watching Westinghouse's new promotions and products, a considerable share of attention will be devoted to the new people at the helm.

The appointment last winter of Chris Witting to head up the consumer products divisions came as something of a surprise. Witting had been president of the Westinghouse Broadcasting Co. and prior to that he had headed the Du Mont network. By training an accountant, he got into show business during World War II when his accounting firm was hired



SARGENT



ANDERSON

"McCall's Use-Tested Tags Move Plenty of Appliances!"

-says WARREN-CONNOLLY CO., INC., NEW YORK

world's largest distributors of Norge washers and dryers



Watching a new range being Use-Tested in McCall's Test Rooms, Mr. "Actual use and performance tests, under expert supervision in McCall's Test Rooms, lend complete validity to McCall's statements about the working features of any appliance.

USE-TEST

RODER HARDWICK BENDIX (Rival)





DAZEY Oster Waring Presto MIRROR





ELNA NECCHI KitchenAid BROTHER

"Our dealers tell us that McCall's Use-Tested Tags and Stickers give them finger-tip sales clinchers," says Louis A. Valenta, Advertising and Sales Promotion Manager of the Warren-Connolly Company.

"This revolutionary new kind of 'informative packaging', introduced to the appliance industry by McCall's, offers dealers a new selling perspective and sales help. It is a third-party appraisal and analysis of the actual performance features of an appliance.

"The average appliance purchaser has high regard for the name of McCall's as a home-making authority. When McCall's editors say, on the McCall's Use-Tested Tag, that they have used, tested and liked the features of a specific appliance model, it helps close many a sale!"

> 2,500,000 APPLIANCES are now being sold with McCall's Use-Tested Tags



to supervise USO-Camp Shows.

All this makes Witting something of a stranger to the consumer durables field. Among his top aides he has the help of two relative newcomers to the Westinghouse organization who are, nonetheless, veterans in the appliance radio-TV field. Newest on the Westinghouse scene is John Craig who has served Whirlpool-Seeger, RCA-Estate and Crosley. Another relative newcomer is TV general manager Edward J. Kelly, who left Emerson 15 months ago to join Westinghouse. Rounding out the team are two Westinghouse veterans who serve as general managers

of the major appliance and portable appliance divisions. They are R. J. Sargent and John J. Anderson.

These men, and everyone at Westinghouse, are well aware that it won't take much doing to make the entire industry "Watch Westinghouse."

But that's only half the new slogan. In its entirety it reads "Watch Westinghouse—where big things are happening for you."

It's the last half of that slogan

It's the last half of that slogan which poses a problem for Witting and Westinghouse. The whole industry will be watching—to see how he solves it.

Bonn Saturation Low

West Germany's households are still inadequately equipped with electrical appliances as compared, for instance, with the U. S. A., according to McGraw-Hill World News.

Electric irons, owing to their relative cheapness, are the most common electrical appliances; roughly 90 per cent of West German households own one. Only 33 percent of West German households boast of a vacuum cleaner, while the electric range saturation is 22 per cent. For washing machines as well as electric shavers, the corresponding figure is 10 per cent.

In 1955, the output of West Germany's electrical engineering industry totaled 10.5 billion marks as against 8.3 billion marks in the preceding year. In the same period, exports increased from 300 million marks to 2 billion marks.

Presentation Time



R. C. MORRELL, left, curator of the Bristol, Conn., Clock Museum, accepts panel-mounted time exhibit from A. F. Fisher, general manager of General Electric's Clock and Timer Dept., Ashland, Mass. A synchronous motor exhibit and early electric clocks were also presented to the museum.

COLOR TV

The network schedules of color television for the month of May include the following programs:

DAILY, Monday thru Friday, 3-4 EST, NBC—"Matinee" dramatic series.

DAILY, Monday thru Friday, 5:30-6 EST, NBC-Howdy Doody.

MAY 3, 10-11 EST, NBC-Lux Video Theatre.

MAY 5, 7-7:30 EST, CBS-Gene Autry.

MAY 5, 9:30-11 EST, CBS—Four Star Jubilee, Noel Coward's "This Happy Breed."

MAY 6, 3:30-4 EST, NBC-Zoo Parade.

MAY 6, 4-5:30 EST, NBC-Hallmark Hall of Fame, "The Cradle Song."

MAY 10, 8:30-9:30 EST, CBS-Shower of Stars.

MAY 12, 7-7:30 EST, CBS-Gene Autry.

MAY 12, 9-10:30 EST, NBC-Max Liebman Presents.

MAY 15, 8-9 EST, NBC-Milton Berle.

MAY 19, 7-7:30 EST, CBS-Gene Autry.

MAY 20, 3:30-4 EST, NBC-Zoo Parade.

MAY 20, 7:30-9 EST, NBC-The Sunday Spectacular.

MAY 22 & 24, 7:30-7:45 EST, NBC-Dinah Shore.

MAY 24, 8:30-9:30 EST, CBS-Climax.

MAY 26, 7-7:30 EST, CBS-Gene Autry.

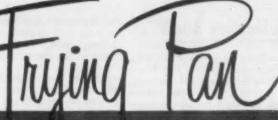
SAN RAFAEL

MAY 28, 8-9:30 EST, NBC-Producer's Showcase, "Bloomer Girl."

MAY 29 & 31, 7:30-7:45 EST, NBC-Dinah Shore

UNINVERSAL

ELECTRIC







IT'S WASHABLE!

You can immerse the entire pan, including the controls, in water up to the line below the Signalite for easy cleaning.



HANDY COOKING GUIDE Chart gives recommended heats for cooking of vari-

heats for cooking of various foods. Signalite shows correct temperature has been reached.



THERMO-CONTROLLED HEAT

Dial any heat from, a hot 420° to a positive "off." Thermostatic control keeps exact heat constant over entire surface.

FOR EASY SALES!

Tell 'em to dip it in sudsy water . . . controls and all, right up to the Signalite for easy washing. Universal's sealed-in controls are safe and sure. Sell 'em tabletop cooking for meal-making convenience. Universal traditional quality is their assurance they are buying the finest, and Universal all-out advertising means presold customers for you. STOCK UP NOW!

Everything points to the BIG YEAR! LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

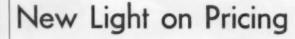
Manufacturer Briefs

- Tappan Stove Co. and NuTone, Inc., both received annual Trail Blazer awards from the National Home Fashions League this year. Tappan Stove Co. took its award for its electronic range, while NuTone won for its "in-built" food center.
- Presto Recording Inc. expects to increase its 1956 advertising budget and expand its turntable production by 50 percent to meet the increased demand for its popular new Presto Pirouette.
- Norge has raised suggested list prices \$10 a model on automatic washers and electric clothes dryers. Increased costs for materials have necessitated the price rise.
- Motorola Inc. is making advertising postage meter slugs available to distributors. These tiny ads, designed to fit Pitney-Bowes metering machines, feature Motorola themes and products.
- Motorola Inc. is offering five Ford Thunderbirds as prizes to sales managers to spark a Spring Power Drive sales incentive program. The contest for the sports cars runs from February 1 to May 1.
- Sylvania has begun an exclusive "plus" promotion across the nation.

An expensive gift is being offered free with each TV set sold. Gifts include wading pools, tricycles, and other items in the over-\$25 price range.

- Sylvania has announced one of the annual field sales management awards of the National Sales Executives Club will go to a district sales manager of the company's radio and television division. The winner will be honored at the club's annual convention in Chicago in June.
- Marvin Electric Manufacturing Co. has merged with Progress Manufacturing Co., Inc., followed ratification of the agreement by stockholders. Marvin Electric's 340,160 shares of common stock will be exchanged at the rate of 5.44 shares for each share of Progress stock. Progress is a manufacturer of fans, chimes and other electrical apparatus.
- The Maytag Co. is building an addition to its central service warehouse which will double the present finished-product storage area there, according to company officials.
- Copeland Refrigeration Corp. will shortly embark upon an expansion program designed to add nearly 500,000 square feet of manufacturing and administrative space to the company's present facilities. The new facilities will be constructed on a 75-acre site at Sidney, Ohio.





Cost justification is the standard defense in price discrimination cases—but it seldom works; now a new report throws additional light on the subject

A government committee has just finished taking a long look at the Robinson-Patman Act.

In recent years a number of appliance dealers and distributors have complained of illegal price discriminations and sought redress under terms of the Act.

The latest government study throws some new light on the entire subject. The report is certainly one of the most thorough-going analyses of the situation to be made in years—but its value is likely to be appreciated more by lawyers than by the executive faced with real merchandising problems.

Manufacturer's Defense. A manufacturer or supplier charged with illegal price discrimination in favor of one of his customers can show, according to the Robinson-Patman Act, that his lower price to the particular customer is justified because it costs him less to sell that customer.

But in the years since the law was written, scarcely anyone has ever managed to make this defense work for him. Two years ago the Republican Federal Trade Commission named a committee of outside experts in costs and accounting to come up with recommendations.

Their report is now in—but it provides little to make the businessman feel that something can be done to help him in this area.

Basically the report of the Special Advisory Committee urges the FTC to adopt a broad and flexible approach in evaluating cost justification arguments advanced by businessmen to answer charges of price discrimination.

Recommended Changes. The major changes recommended by the committee of accounting experts—headed by Michigan University professor Herbert F. Taggart—are that FTC's organization should include the following to help ease the burden on businessmen trying to prepare such a defense:

 Adoption of consultation facilities to make FTC's own accounting staff available to businessmen charged with price discrimination;

2) Appointment of an accounting





adviser to advise FTC members on accounting problems under R-P and to write special opinions interpreting the cost justification section of the law for the guidance of business;

3) The use of pre-trial techniques in FTC price discrimination cases to let the businessman know exactly what he will be expected to prove.

Different Prices Illegal. Under the law, charging competing customers different prices for the same goods is illegal. But the law makes an exception and permits those differences in price that "make only due allowance for differences in the cost of manufacture, sale or delivery resulting from the differing methods or quantities in which such commodities are . . . sold or delivered."

But many anti-trust experts have felt that FTC has been so tough on cost justification defenses—without really establishing any workable guides for business to follow—that the defense exists in theory only. Since 1936, when the law became effective, only twice has a firm used the cost justification defense successfully and completely against an FTC charge of price discrimination.

Committee Named. The Taggart Committee was named in 1953 by former FTC chairman Edward F. Howrey to see if acceptable standards of proof and accounting procedures could be adopted by FTC. Howrey's idea was that general compliance with the Robinson-Patman Act could be

obtained if some of the "mystery and ignorance" (in business and in government) surrounding distribution costs could be cleared away.

But far from coming up with clearcut rules or methods in dealing with the complicated problem of how you prove manufacturing and distribution costs, the Taggart Committee warms that any attempt to lay down detailed procedures for all businesses would be self-defeating and impractical. In fact, the committee's strongest advice to FTC is a warning to "stay away" from specific rules of accounting analysis under the R-P Act.

Not Exact Science. The 43-page report points out that cost accounting is not and never can become an exact science because of the inherent elements of judgment. Even with uniform and detailed procedures, it says, equally competent cost accountants may obtain different results from the same data.

On this basis, the report recommends that FTC should accept any cost justification study made in good faith and in accordance with acceptable accounting doctrines—even though use of another accounting method would not prove a big enough cost difference to justify a challenged price differential.

Best Records. To the question of how firms can best keep their records to be ready to prove costs under the Robinson-Patman Act, the committee says it can only answer that each sell-

ing organization itself must decide how far it can or must go.

But it does advise that a well-designed system of expense classification, suitable for cost control and the routine recording of expense data and statistical information, furnished the best foundation for answering any FTC questions as to whether cost differences justify price differentials.

In releasing the Taggart report, FTC makes it clear it has taken no action on any of the recommendations. In fact, the report is only now getting close examination on the staff level at the Commission and no decisions have been made on organizational changes, such as the appointment of an accounting adviser.

But many observers believe that, by

But many observers believe that, by and large, no formal announcement will be made if any of the policy recommendations are adopted—most of these can be worked into future FTC decisions without other formal action.

Lau Production Up

The 1956 production schedule of the Lau Blower Co. will be 50 per cent greater than in 1955, according to Harold W. Faulkender, president.

The firm, which manufactures blowers for the air conditioning and heating industries, along with household electric fans, will also spend \$850,000 for new tools and machinery.

The production increase can be at-

tributed in large part to expansion of Lau facilities at Dayton, O., and at branch factories in Azusa, Calif., and Kitchener, Ont

New Plant. "We will soon move into our new plant in Dayton," Faulk-ender pointed out. "Here alone, our space will be increased by 56,000 square feet. Thirty-four thousand feet are destined for production space, with 22,000 square feet slated for additional offices and engineering.

"At our Kitchener plant, we are building an additional structure which will double our space there."

Democracy's Reward



DEMOCRACY CONTEST WINNER Isabel Marcus, 17, of Teaneck, N. J., receives a 24-inch Westinghouse television receiver as part of her prize. The award was made by James T. Secrest, executive vice president of RETMA.



You Can Always Swing for the Fences With NORGE Specials!

Always crowd-pullers and crowd-pleasers

-because they OUT-FEATURE and OUT-PRICE
every major line going!

Wahoo! You get ium full mark-up too!

Why is NORGE the world's fastest-growing major appliance manufacturer today? At least one of the answers lies right here on this page.

It's because NORGE always backs the dealer

where he needs it most—right in the traffic department! If you're looking for an antidote for slow sales in the summer months ahead, call your NORGE distributor at once.

GAS AND ELECTRIC MODELS SENSATIONALLY PRICED!



Special! New '56 Gas Range

Retail price the wildest—mark-up
the most! Has mammoth 4 cubic foot
oven, click surface burners, hi-speed
broiler, electric clock and timer.



Special! New '56 Electric Range—They'll come in and take this one away from you! Has 7-speed Tele-vue controls, Visumatic clock timer, hi-speed broiler, giant oven.

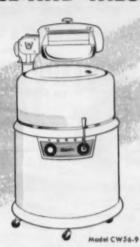


THE TRIO THAT BRINGS 'EM IN ON PRICE AND VALUE!



Special! Deluxe Automatic Dryer—Low price, big mark-up. Has Time-Line control, super-volume fan, automatic safety door, porcelain drum.

Special! Automatic Super-Rinse Washer—The retail price tag on this one will knock out your eye-balls—so will the mark-up! Has 5-way rinsing, Time-Line control, Super Spindry, Aerated water fill, porcelain tub.



Special! Rocket "88" Washer—You'll sell wringer washers when they see the price tag on this one! Has famous Norge tripleaction washing, safetywringer, porcelain tub, and a solid mark-up!



THE HOTTEST NUMBERS ON ANY FLOOR!



Special! Giant 13 cu. ft. 2-Door—Mammoth refrigeratorfreezer at an unheard-of retail price. Customatic defrost, 124 lb. separate freezer.



Model C1-12

Special! Huge 12 cu. ft. Combination—Exclusive Norge Customatic defrost, whopping 80 lb. freezer chest; moist-cold compartment, handidor storage.

Special! Lowest Priced 10 cu. ft. Going—You can really blast this one...10 cu. ft. full-width 42 lb. freezer, Butter-Bank, Egg-Nest, Handidor, slide-out crisper—it's deluxel And competition can't touch it!

DEALER PROFIT IS OUR MOST IMPORTANT PRODUCT!

Model AW-412

NORGE

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Morchandise Mart Plaza, Chicago 54, Ill. Canada: Addison's Ltd., Toronto



IT'S TOUGHER THAN EVER SELLING AGAINST NORGE IN '56



This full page ad will appear in McCall's June issue. Good Housekeeping, Better Homes and Gardens, Better Living and other top magazines are also pre-selling Roper and "Tem-Trol."

SEND IN COUPON TODAY

Geo. D. Roper Corporation
Rockford, Illinois

I want to build my profits by tying in with
Roper consumer advertising. Rush me full details
and franchise information.

Firm Name

Individual

Address.

City.

State.

Bring 'em into YOUR store... tie in with ROPER advertising

Roper consumer advertising tracks down prospects, pre-sells them on amazing Roper "Tem-Trol." Turn these prospects into customers... make them know you are local Roper headquarters. Use Roper's newspaper ads, radio "spots," store displays and other effective tie-in materials. You'll make new sales, new profits. Act today!

GEO. D. ROPER CORPORATION . Rockford, Illinois

ROPER Tem-Trol

SELLS GAS RANGES FAST!

- IT'S BACKED BY CONSISTENT CONSUMER MAGAZINE ADVERTISING
- IT'S A "NATURAL" FOR SURE-FIRE STORE DEMONSTRATIONS
- IT OFFERS UNPRECEDENTED NEW CONVENIENCE FOR HOUSEWIVES

Carrier Builds

Carrier Corp., a leading manufacturer of air conditioning, refrigeration and heating equipment, will spend \$12 million during 1956 for new buildings and equipment at its Syracuse, N. Y., headquarters, according to Cloud Wampler, chairman of the board.

Present plans call for new administration, personnel, and research and development buildings costing about \$5 million for which zoning approval has been requested. Production facilities will be expanded at a cost of approximately \$5.5 million.

The remaining \$1.5 million will be spent for miscellaneous purposes including major improvements to an existing building that will house the engineering organization of Carrier's unitary equipment division.

Total expenditures related to research and development will exceed \$3 million or 25 percent of the total.

Bigger and Bigger

The electronics industry will grow by 66 percent within the next eight years.

That's the estimate given the Boston Security Analyst Society recently by RCA president Frank Folsom. Such a growth will bring industry volume to the \$18 billion mark and would mean a growth double the anticipated percentage gain of the national economy as a whole.

Secret of this growth is a "long list" of new products, Folsom said. He pointed out that 80 percent of RCA's volume last year stemmed from items that did not exist or were not commercially developed 10 years ago. A similar pattern can be expected in the next 10 years, Folsom said.

Finance Unit Set

The formation of a wholly owned subsidiary, Motorola Finance Corp., has been announced by Robert W. Galvin, executive vice president of Motorola Inc.

E. P. Vanderwicken, vice president and treasurer of Motorola Inc., is president and treasurer of the new finance company. E. J. McGowan was named vice president and general manager.

The corporation will administer, for the parent company, the sales financing activities under the Motorola Bank Plan. This is an arrangement whereby local banks finance inventory for distributors and dealers and retail sales contracts covering the sales of the company's products.

The plan, under the direction of McGowan, was introduced by Motorola less than two years ago. This activity has been expanded to the point where more than 300 banks throughout the nation are currently participating in the financing program.

"MY REVCO FREEZER SALES JUMPED 123% IN '55 OVER '54"



says L. D. Lowry, Jr. of Lowry's hardware and furniture store, Mt. Vernon, Texas,

"I'll tell you why Revco freezers sell for me. Every model has exclusive features like faster freezing, low-cost operation and eye appeal. I find that many manufacturers sell freezers as a side line. Not with Revco. Freezers are their main business. And my sales figures prove it. I expect another 100% increase this year!"



"One month we sold 24 Revco freezers. Our farmer customers like large chests and low-cost operation."

reports Harry A. Gesner of Harry A. Gesner appliance store in Higganum, Connecticut.

"When we recommend Revco freezers to our farmer customers, they know we are suggesting the best. With Revco dependability we can sell 'em and forget 'em. Our customers like the large 17 and 26 ft. chests that give them the economy and convenience of having a large supermarket in their own home."



"We expect a 50% increase in Revce seles in '56."

Welded Herring, store manager of White's Stores Inc., Dallas, Texas, told us in an interview.

"We like to sell Revco because it's a big ticket, bigger profit item with no additional delivery or service obligations. Revco is just right for our large family suburban customers who want large chests with lowcost, service-free operation. The Revco Faster Freezing demonstration is a real sales clincher."

REVCO chest freezers are selling fast... AND HERE'S WHY:

- Revco has a complete line of large chest freezers in different price ranges.
- 2 Revco can prove the lower cost per cubic foot.
- Revco can prove (with a startling customer demonstration) the fastest freezing action in the industry.
- 4 Revco has the advantages of an allaluminum liner with aluminum tubing banded to the liner.

Mail this coupon today
Please send me facts on How to Sell Freezers at a Profit

Tevco SPECIALISTS IN REFRIGERATION









Revco Trend-Setting Products



REVCO'S convincing demonstration—Bob Mixon, Revco District Manager, using the convincing Revco consumer demonstration proving (1) Revco faster freezing action, (2) Flavor-Saving food preservation, (3) Lower operating costs.

EM-56

REVCO, INC. Deerfield, Michigan

Please send the full story on the Revco large chest freezer program. Prove to me... without a doubt... that Revco and only Revco has a freezer line I can't afford to be without.

Name____

Firm Name

City_____State____

HOW A TOP DEALER

READS AND USES

ELECTRICAL MERCHANDISING

ADVERTISEMENTS

John G. Webster and Sons in Washington D.C., does a big selling job of major appliances. Mike Flynn, Appliance Manager, is an ELECTRICAL MERCHANDISING subscriber. Here is what he says about how he reads and uses ELECTRICAL MERCHANDISING...

"I scan all the ads in each issue of ELECTRICAL MERCHANDISING because it is a real market place and because I get ideas for the design and styling of our own local advertising. Quite often I clip ads and use them to compare the features of the lines we don't carry with those we do carry. This gives me an opportunity to provide the sales staff with information which they would not get otherwise. Upon occasion we have shown such MERCHANDISING advertisements of products which are about to come on the market to customers when they seem to fit the requirements. And, I can honestly say that ELECTRICAL MERCHANDISING advertisements were a contributing factor in picking up a line we now carry and sell.

The quick at-a-glance type of information from

Trends has stimulated me and I've found it particularly useful to learn what is going on nationally. Along with the regional Trends in the East, which I always read, I've found these stories to be right on the button. It has been profitable for me to use ELECTRICAL MERCHANDISING to find sales ideas which we adapt to good advantage and for my purposes it is definitely the most useful source of new product information."

Mike Flynn gets a lot out of ELECTRICAL MERCHANDISING because there's a lot in it for him. Like thousands of top dealers and distributors who find it their most useful publication for sales ideas he also finds the advertisements in it really useful to him in his business. And, dealers are twice a likely to pick it up purposely to read the ads than the field's second publication. So, use ELECTRICAL MERCHANDISING regularly to advertise your line. Your advertising dollar in ELECTRICAL MERCHANDISING will help build the kind of distribution which will give you a bigger share of a growing market . . . and you'll find it will help cut selling costs at the same time.

Electrical Merchandising

alone will cover the market alone



A McGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N.Y.



York, B-W Plan Merger

Directors approve affiliation in stock-trade deal to be voted on by shareholders in June; plan seen as part of Borg-Warner diversification program

The boards of directors of Borg-Warner Corp. and York Corp., in specially-called meetings, have unanimously approved the affiliation of the two companies. The affiliation would be effected under a plan of reorganization whereby Borg-Warner would succeed to all of the assets and assume all of the liabilities of York and each York common shareholder would receive one-half share of Borg-Warner common stock for each one share of York common stock,

In addition, the York common shareholders would receive \$2.00 in cash for each share of York common

Recommendations for the affiliation were submitted to the two boards by Roy C. Ingersoll, chairman of the board and president of Borg-Warner, and Stewart E. Lauer, president of Lauer will recommend that the York shareholders approve the plan at a special meeting to be held in June. The plan also is subject to the approval of the requisite federal

Diversification Program. "The af-filiation with York is a part of Borg-Warner's carefully planned program of diversification," Ingersoll said. "Under this program, we will enter only a few new fields-select major growth industries to which we believe Borg-Warner can make a real contribution because of its particular engineering, manufacturing and sales knowledge,

and experience. We recognize that York Corp., through its preeminence in engineering, production, and dis-tribution has established itself over the years as a leader in the air conditioning field. When the plan becomes effective, York will be operated as a separate division of Borg-Warner and we expect to continue the present policies, management, and personnel of York."

Lauer pointed out: "York Corp. has major position in air conditioning for industry, institutions and office buildings from the smallest establishment to the largest skyscraper and in refrigeration principally for food proc-essing and chemical industries. A considerable part of York's business relates to home air conditioning. Borg-Warner also has several divisions supplying other products for the home, including Norge's full line of household appliances, and Borg-Warner's Airline heating equipment, and these will complement York's home cooling systems.

Enhanced Distribution. Lauer and Ingersoll agreed that distribution and expansion of product lines would be greatly enhanced by the affiliation of the two companies.

Borg-Warner's 1955 sales in diversified fields, including home appliances, automotive components, farm equip-ment, aircraft parts, oil field equipsteel and plastics, totaled \$552,192,430.



UNITED ILLUMINATING vice-president Charles Williams resorts to "crazy arithmetic" to convince a dealer meeting in Bridgeport, Conn., that vast appliance market remains to be tapped. As an example, Williams' figures show that there were 142,000 customers for freezers in the area in 1951 and that 11,000 freezers have been sold since that time. Even so, today's market of non-freezer awners totals 153,000. Williams' figures were basis for April editorial in ELECTRICAL MERCHANDISING.

SCHEDULED MEETINGS

AIR CONDITIONING AND REFRIGERATION INSTITUTE

Annual Meeting The Homestead Hot Springs, Va. May 7-9

APPLIANCE PARTS JOBBERS ASSN

Home Laundry Service Conference Coronado (Sheraton) Hotel St. Louis, Mo. May 8-11

NATIONAL ELECTRICAL MFRS.

Major Appliance Section The Homestead Hot Springs, Va. May 10-12

PACIFIC COAST ELECTRICAL ASSN.

NATIONAL ELECTRONIC DISTRIBUTORS ASSN.

Electronic Parts Distributors Show Conrad Hilton Hotel Chicago, III. May 21-24

STEEL KITCHEN CABINET MFRS. ASSN.

Annual Meeting The Greenbrier
White Sulphur Springs, W. Va.
June 1-3

EDISON ELECTRIC INSTITUTE

24th Annual Meeting Atlantic City, N. J. June 4-7

NATIONAL ASSN. OF ELECTRICAL DISTRIBUTORS

48th Annual Convention Ambassador-Chelsea Hotels Atlantic City, N. J. June 10-16

RADIO-ELECTRONICS TELEVISION MFRS. ASSN.

Annual Convention Edgewater Beach Hotel Chicago, III Chicago, III. June 12-14

AMERICAN HOME LAUNDRY MFRS. ASSOC.

Summer Meeting Edgewater Beach Hotel Chicago, III. June 14-16

SUMMER MARKETS

Merchandise and Furniture Marts

INTERNATIONAL HOUSEWARES SHOW

New York Coliseum New York City June 25-29

AMERICAN HOME ECONOMICS ASSOC.

Convention Washington, D. C. June 26-29

& HOME APPLIANCE MFRS. EXHIBITS

Auditorium Atlantic City, N. J. July 9-13

WESTERN SUMMER RADIO-TV & APPLIANCE MARKET

Western Merchandise Mart San Francisco, Calif. July 16-20

MUSIC MERCHANTS SHOW

1956 Music Industry Trade Show Trade Show Bldg. and Hotel New Yorker New York City July 23-26

WESTERN ELECTRONIC SHOW & CONVENTION

Civic Auditorium San Francisco, Calif. Aug. 24-26

NATIONAL ALLIANCE OF TELEVISION & ELECTRONIC SERVICE ASSOCIATIONS

Annual Convention Chicago, III. Sept. 14-16

Mitchell Drops Units

Mitchell Manufacturing Co., of Chicago, purchased last year by Cory Corp., will now devote all its efforts to expanding and developing its line of air conditioners. In recent weeks, Mitchell has sold two of its divisions in order to concentrate on this aim.

Compco Corp., of Chicago, manufacturers of fluorescent and incandescent lighting fixtures, has pur-chased Mitchell's lighting division. Sales price was reported at approximately a half million dollars. The lighting division, a leading national manufacturer of commercial and industrial fluorescent lighting equip-ment, was bought intact by Compco. Mitchell's electronics division has

been purchased by Esco Electronics, Inc., also of Chicago. This division manufactures and sells phonographs, radios, high fidelity equipment, tape and wire recorders, intercommunication systems, and transistor radios. The sale of the division, purchased in its entirety, followed by a week the acquisition of the lighting division by Compco.

Showers of Steel

United States Steel is repeating last

year's June bridal promotion.

Built around the slogan "Shower the Bride With Gifts of Steel", the drive is aimed at making "steel showers" as popular as linen or personal showers.

The program is being promoted in national magazine advertising and will be plugged four times on U. S. Steel's network TV show.

so light to handle...

so easy to use...

THE GAY NEW

Dolly Madison

IN TODAY'S SMARTEST DECORATOR COLORS . . .

THE "SELLINGEST" ELECTRIC ICE CREAM FREEZER IN ALL THE WORLD!

NOW . . . the most accepted, most popular Electric Ice Cream Freezer features the rich mellow glow of copper for its die-cast aluminum main frame* thus assuring a lifetime surface of easy to clean beauty.

PLUS . . . a truly beautiful finished tub in eyecatching Glacier Blue.

PLUS... famous exclusive "Twist-Lok," the feature which eliminates clumsy latches and hinges and permits the main frame to be put on or taken off as quick as a wink.

PLUS . . . a cream can with special reinforcement to insure perfectly round shape.*

AND . . . a product proved by over 500,000 families.

ALL THIS IN THE ELECTRIC ICE CREAM FREEZER WHICH HAS BEEN NO. 1 IN SALES IN AMERICA FOR 25 YEARS!

	SPECIF	ICATIONS	
Capacity	Model No.	Packing	Shipping Wgt
2 QUART	420	1 to Ctn.	13 Pounds
4 QUART	440	1 to Ctn.	17 Pounds
6 QUART	460	1 to Ctn.	20 Pounds

*P.S. Remember, only Dolly Madison® has these features. Also, a Dolly Madison® won't rust because it can't rust; it stays new always because it's as permanent as it is beautiful.

the J. E. PORTER corporation . OTTAWA, ILLINOIS



JOHN S. COLEMAN

Partrait by Fabian Bachrach

"I am proud that 80% of Burroughs Employees..."

"I am proud that 80% of Burroughs employees are enrolled in systematic savings in U. S. Savings Bonds through the Payroll Savings Plan. The record of the response of our men and women to our recent campaign speaks for itself, It is evidence of the desire to save, and to save in a way which benefits both the individual and the nation. I hope that every employer will take advantage of this opportunity to serve the interest of both his employees and the country by cooperating with the Department of the Treasury in the U. S. Savings Bonds campaign."

JOHN S. COLEMAN, President Burroughs Corporation

What is the percentage of employee participation in your Payroll Savings Plan?* If it is less than 50%, your State Sales Director will be glad to show you how easy it is to raise participation to 60% or higher. He will furnish Payroll Savings Application Blanks, and all the printed promotional material you can use. Write today to Savings Bonds Division, U. S. Treasury Department, Washington 25, D. C.

*If your Company does not have the Payroll Savings Plan, your State Sales Director will help you to install it.

The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

ELECTRICAL MERCHANDISING



COLD WATER!



another reason it's easier to move 'em up to a MAYTAG

Alle-Fabric AUTOMATIC



The importance of Maytag's COLD water wash and rinse feature increases every day. The plain fact is . . . the use of an automatic washer without this feature is distinctly limited. For modern fabrics are growing tremendously in popularity . . and now they can be washed automatically, with complete safety, in cold water! Man-made fibers are heat-sensitive!

So just push that Maytag COLD water button and watch the modern Miss or Mrs. come around! It ends washbowl washing of heat-

sensitive fabrics, of delicate things. Of course, there's hot and warm water, too.

Only Maytag lets you fit your sales story to every prospect's needs. With two-speed agitation and spin, Automatic Water Level Control, Suds Saver, Double-Spin Tubs and other features, you're never without the right answer. For full information, write, wire or phone your Maytag Regional Manager or Distributor. The Maytag Company, Newton, Iowa.

NO OTHER AUTOMATIC GIVES YOU A SALES STORY AS POWERFUL AS THIS!

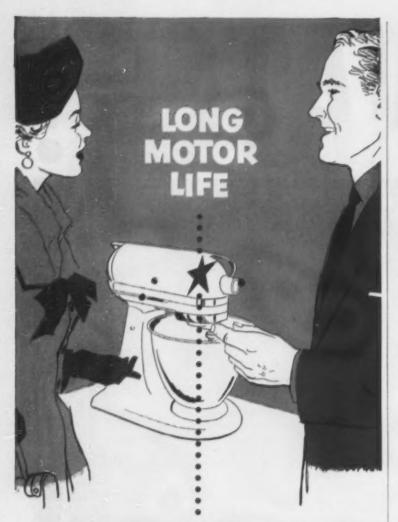
- Two-Speed Motor
- Suds Saver
- Suds Saver • Double-Spin Tubs
- Safety Lid
- Cold Water Wash and Rinse
- Automatic Water Level Control
- Interchangeable Back Panel Lights
- Automatic Unbalance Switch
- And Many Others

Sell the one COMPLETE Automatic

MAYTAG

ELECTRICAL MERCHANDISING-MAY, 1956

PAGE 189



WILL HELP WIN SALES

The long life and dependability of Lamb Electric Motors has been proven in many thousand applications during the past 41 years.

In the appliance field, as well as in other fields, Lamb Electric Motors have gained an outstanding reputation for ruggedness and reliability.

Long motor life is one of the many reasons why Lamb Electric motored appliances are so popular with both dealer and customer.

THE LAMB ELECTRIC COMPANY . KENT, OHIO

In Canada: Lamb Electric—Division of Sangamo Company Ltd.—Leaside, Ontario





Gibson Sale Completed

Firm's stockholders are asked to approve March move of directors; present management stays as longtime refrigerator company becomes Hupp division

The purchase of Gibson Refrigerator Co., by Hupp Corp. is virtually complete. The agreement originally worked out by the directors of both companies in Greenville, Mich., in March was to be voted upon by the stockholders on April 25.

Announcement of the sale was made jointly in March by John O. Ekblom, chairman of Hupp's executive committee, and Frank S. Gibson Jr., chairman of Gibson. The present management of Gibson will continue to operate Gibson Refrigerator Co. as a division of Hupp.

Terms Set. Sale plans include the following financial arrangements: Hupp will assume substantially all of the liabilities of Gibson. In addition, it will pay to Gibson Refrigerator Co.,

in approximate amounts, \$1,200,000 of subordinated debentures convertible into Hupp common stock, \$7,500,000 par value of Series A 5% convertible preferred stock of Hupp and 600,000 shares of common stock of Hupp. These amounts are equal to \$2.00 of debentures, \$12.50 par value of preferred stock, and one share of common stock for each share of Gibson common stock outstanding.

In addition, it is expected that Gibson Refrigerator Co. will have tax recoveries of approximately \$600,000, or about \$1.00 per share of Gibson stock. At present market values, this amounts to the equivalent of approximately \$19.00 per Gibson common share.

The purchase of the Gibson assets

Launder-Lab Tests Detergents



THE COLGATE LAUNDER-LAB CRUISER is a modern mobile laboratory for the evaluation of soap and detergent products. Its scientific equipment includes the latest models of washing machines as well as sensitive instruments for objective measurements of laundering efficiency. Capable of operating anywhere in the United States, the cruiser adds on-the-spot studies of soap and detergent performance to Colgate-Palmolive's system of laboratory testing.



TECHNICIANS CONDUCT AN EXPERIMENT as housewives watch tests conducted with their own family laundry bundles. Laundry tests are based on the typical washday methods of average housewives, except that procedural controls standardize the amount of water used, water temperature, amount of detergent added, time in washing machine, etc. The Launder-Lab Cruiser makes it possible to conduct practical laundry tests with the actual water supplies and soil of any community.

EU MUIUR



... another reason it's easier to move'em up to a MAYTAG All-Fabric AUTOMATIC



matter what feature a prospect asks for-visible, demonstrable, functional, or hidden-the new MAYTAG All-Fabric Automatic has it!

Just push Maytag's "MODERN FABRICS" button, and agitation and spin speed slow by 1/3 to wash delicate fabrics gently. For regular fabrics, just push the "REGULAR FABRICS" button. Normal speed results.

The two-speed motor is further proof that no lt's the one automatic with all of today's features, including cold water wash and rinse, Automatic Water Level Control, Suds Saver, Double-Spin Tubs, and others! Lets you fit your sales story precisely to the prospect's needs! For full information, write, wire or phone your Maytag Regional Manager or Distributor. The Maytag Company, Newton, Iowa.

NO OTHER AUTOMATIC GIVES YOU A SALES STORY AS POWERFUL AS THIS!

- Two-Speed Motor
- Suds Saver
- · Double-Spin Tubs
- Safety Lid
- · Cold Water Wash and Rinse
- Automatic Water Level Control
- Interchangeable Back Panel Lights
- Automatic Unbalance Switch
- And Many Others

Sell the one COMPLETE Automatic

ELECTRICAL MERCHANDISING-MAY, 1956

PAGE 191

THE HOTTEST SALES ITEM IN AMERICA TODAY!



THE FIRST PERSONALIZED PORTABLE AIR CONDITIONER

to retail at only

39





- A GENUINE AIR CONDITIONER...NOT a fan ...NOT an evaporator-cooler...NO WATER!
- COMPLETELY PORTABLE, plugs in anywhere!
- AUTOMOBILE MODEL 44.95 retail

Phone...Wire...Write for full details TODAY!

SOLE SALES AGENTS:



274 Madison Ave., New York 16, N. Y. • MUrray Hill 5-8171
Migher in Canada—contact Antoine Accessories, Ltd., 64 Wellington St. West, Toronto, Ontario

follows the acquisition earlier this year of approximately 60% of the Gibson common stock by Hupp.

Among Oldest in Field. Gibson Refrigerator Co. is nearly 80 years old and is one of the oldest appliance firms in the field. It was founded by Frank S. Gibson, when he purchased a furniture factory and began turning out furniture, cabinets and ice refrigerators in Greenville, Mich.

In 1931, the company, then the largest manufacturer of ice boxes, began to produce electric refrigerators.

The second generation of Gibsons entered the business about 1911, when Charles P. Gibson and Frank S. Gibson Jr. joined the company. After World War II, Charles Gibson Jr. and Albert M. Gibson also joined the firm.

Hupp directors have also announced the resignation of D. S. Smith as president of Perfection Industries Division of Hupp. William H. Haag has been elected to succeed him.

Smith will continue as a director and vice-president of Hupp Co.

Fight Mullins' Merger

Government antitrusters charge that American Standard's purchase of Mullins would violate antimerger provisions of Clayton Act and lessen competition

The Justice Dept. wants to break up the corporate marriage of American Radiator & Standard Sanitary Corp. and Mullins Manufacturing Co.—makers of "Youngstown Kitchens"—under the federal anti-merger law.

In an antitrust complaint filed in U. S. District Court in Pittsburgh March 30, the government charges American Standard violated Clayton Act anti-merger provisions in acquiring Mullins' stock last January. The anti-merger law bans corporate mergers or acquisitions that "may tend to substantially lessen competition or tend to create a monopoly" in any line of commerce.

American Standard's acquisition of Mullins—now being operated as the Youngstown Kitchens Division of American Standard—violates this law, according to the government's complaint. The government wants the acquisition declared illegal, a court order requiring American Standard to get rid of all its stock or asset interests in Mullins, and any further court action which is "just and proper."

Illegal Efects. Specifically, the gov-

rillegal Effects. Specifically, the government charges the American Standard-Mullins marriage will have these illegal effects:

I Competition between American Standard and Mullins will be eliminated:

2 Industry-wide concentration of production and distribution of kitchen sinks, steel kitchen cabinets and bathtubs will be increased;

3 Competing manufacturers may be denied access to distribution outlets handling products made and sold by American Standard and Mullins; and

4 Potential competition between American Standard and Mullins in production, distribution and sale of bathtubs will be eliminated.

On this latter point, the government admits Mullins did not make bathtubs before it was acquired. But its facilities are adaptable to making bathtubs and the government charges American Standard intends to use them for that purpose.

American Standard sells its bathtubs, kitchen sinks and other prod-

ucts—including plumbing fixtures, heating and air conditioning equipment, and various industrial products—through about 1,200 distributors across the country (it owns about 75 of these). Its total sales for 1954 were \$400-million. The government says it is the largest manufacturer of cast iron bathtubs and sinks in the country, shipping \$35-million worth of tubs and \$10-million worth of sinks in each of the years 1954 and 1955.

Biggest Manufacturer. Mullins, according to the government, was the biggest single manufacturer of steel kitchen cabinets and sinks, with 1954 sales topping \$54-million. The government also says Mullins' shipments of steel kitchen cabinets—sold through 85 distributors—amounted to over \$33-million in both 1954 and 1955.

Together, American Standard and Mullins shipped more kitchen sinks and steel kitchen cabinets in 1954 and 1955 than any other manufacturer in the country. And the government argues that putting the two firms together will lessen competition or create a monopoly in the kitchen sink, steel kitchen cabinet and bathtub industries.

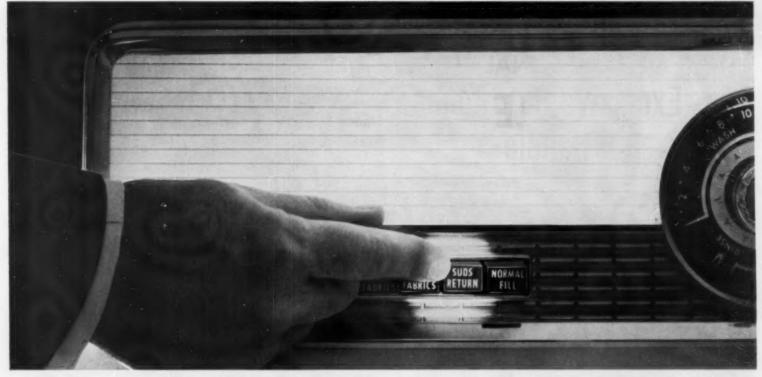
So far, there has been no court decision interpreting the anti-merger law since it was toughened up in 1950. But the American Standard case is the sixth anti-merger case filed by the Justice Dept.'s anti-trust chief, Stanley N. Barnes since February, 1955. The other cases were filed against acquisitions or mergers by the Hilton Hotel chain, General Shoe Corp., Minute Maid Corp., Schenley Industries, and Brown Shoe Co., Inc.

Consent Decree Possible. Conceivably, the case against American Standard could be settled out of court, through a consent decree. Consent settlements have been pushed hard by Barnes as a way of getting action on complicated antitrust cases, without protracted court trials. The procedure involves negotiation of remedial action to be taken by a company to correct alleged antitrust abuses charges by the government.

abuses charges by the government.

Three of the Justice Dept.'s antimerger cases have been settled by consent decrees.

SUDS SAVER!



... another reason it's easier to move 'em up to a MAYTAG

All-Fabric AUTOMATIC



The Suds Saver in the All-Fabric Automatic by MAYTAG rounds out the greatest array of features ever offered. Performance and economy features combine to make it the most versatile automatic of them all!

Sudsy water is retained while the rinse and spin cycle is completed. By simply pushing Maytag's "Suds Return" button it's returned for re-use. Saves suds and hot water. Makes them do extra work without waste. A feature that makes sense to the thrifty prospect and

sales to the alert MAYTAG dealer.

You can save valuable time by steering your prospect directly to the Maytag All-Fabric Automatic. For with two-speed agitation and spin, cold water wash and rinse (hot and warm water, too, of course), Automatic Water Level Control, Double-Spin Tubs and others, it's the one automatic with all of today's features! For full information, write, wire or phone your Maytag Regional Manager or Distributor. The Maytag Company, Newton, Iowa.

NO OTHER AUTOMATIC GIVES YOU A SALES STORY AS POWERFUL AS THIS!

- Two-Speed Motor
- Suds Saver
- Double-Spin Tubs
- Safety Lid
- Cold Water Wash and Rinse
- Automatic Water Level Control
- Interchangeable Back Panel Lights
- Automatic Unbalance Switch
- And Many Others

Sell the one COMPLETE Automatic

MAYTAG

ELECTRICAL MERCHANDISING-MAY, 1956

PAGE 193

MOTOROLA® PORTABLES

REASON #1

Exclusive Roto-Tenna Handle

The handle is a rotating antenna that turns to bring in any station stronger, clearer.

REASON #2

Metal Case (not plastic)

Won't smash even under 200 pounds. Covered with scratch, stain, crack and scuffproof Miracle Cloth. Rustproof, inside and out.

REASON #3 Lifetime PLAcir. Chassis



Famous PLAcir Chassis has circuits that are plated in place for life. Can't be jarred loose, shorted, burned or worn out. Shockproof interlock.

REASON #4



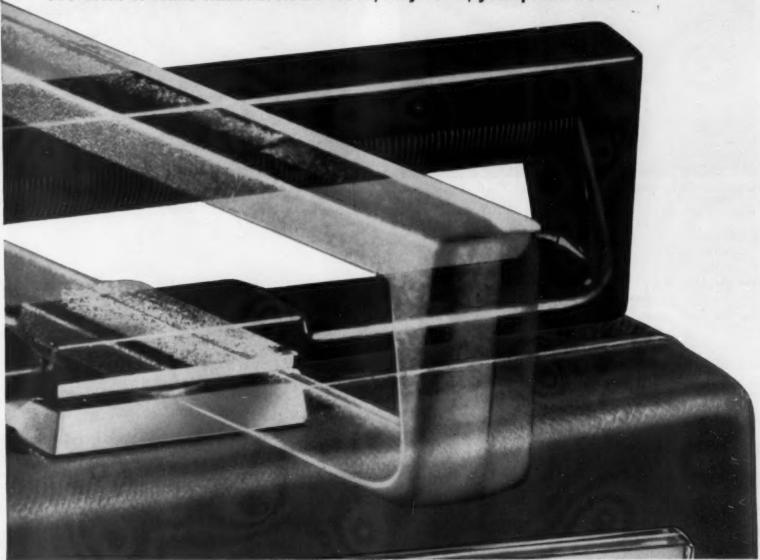
CORSAIR is handsomely styled in Roakwood Brown. Four tubes, plus rectifier. Plays on AC, DC, or batteries. Model 56B. Budget-priced at \$29.95.



FIESTA comes in choice of Charcoal, Flame Red, Pink, or Cerulean Blue with Black and Gold trim. Model 56L. \$34.95.

America's top sellers!

Use them to make National Radio Week, May 13-19, your profit week!



FASTEST MOVING STYLES ON THE MARKET-LOW AS \$2995



RIVIERA in Antique White, twotone Cerulean Blue and Antique White or two-tone Natural Brown and Antique White. 50% larger speaker magnet, earphone jack and Vernier tuning. Model 56M. \$39.95.

Prices and specifications subject to change without notice. Price slightly higher South and West. All prices without betteries.



RANGER "600"—most powerful 6-tube portable ever built! Exclusive STAcir construction, used with PLAcir chassis, puts 6 tubes into 5-tube space, seals coils, tubes and components against heat and moisture—for life. Charcoal or Sun Tan and Chrome. Model 66L. \$44.95.



ALL-TRANSISTOR

MOTOROLA

Portable Pocket Radio

Only pocket radio with rotating antenna handle and metal case! Five times the sensitivity of other transistor portables. Up to 100 hours battery life at room volume. Earphone jack. Antique White with Gold trim. Model 56T. \$49.95.

M MOTOROLA

World's Largest Exclusive Electronics Manufacturer



OPERATION HOUSEPOWER will get a big promotional assist this year from Westinghouse's Betty Furness. Company has donated TV time to tell the story of EEI's new promotion. With Miss Furness Is Ed George of Detroit Edison.



PLANS FOR RESIDENTIAL sales activities during the coming year are discussed during the EEI sales meeting by H. H. Brenan, Pennsylvania Power & Light, and George Lahodny of the Detroit Edison Co.

EEI: "Housepower" Steals the Show

Utility men attending the annual sales meeting in Chicago get a final briefing on EEI's new program to break the wiring bottleneck

The biggest push for adequate wiring yet announced was unveiled at the 22nd annual sales meeting of the Edison Electric Institute in Chicago March 26-29.

It's going to be called "house-power." A big section of Better Homes and Gardens will be devoted to it. Dave Garroway on his Today television program and Arlene Francis in Home will give the idea a play. Prizes totalling \$100,000 will go for winning letters, topped by a grand premium of \$10,000. On top of this, Westing-house, which has signed up the political conventions, will have Betty Furness firing across the idea to listening audiences.

Some figures offered during the convention show why utilities are intensely interested in this promotion. Of American homes, 78 percent are inadequately wired, and the utilities have their poles where the worst wiring exists. One house in 10 today is a slum. Some 25 million need improvements. The trend is toward open end mortgages, and with the advertising push and utility know-how behind it, "housepower" promises to be the big event of 1956.

How vast a group of organizations are ready to join in and push on electrical promotions was demonstrated by Bob Waters of Monongahela Power Co., who displayed the symbols of magazines, organizations and groups

all interested in varying phases of the same thing.

Urges Freezer Activity. Daniel Hollibaugh, vice president and sales manager of Radio Equipment Co., an Indianapolis, Ind. distributor, put in a plea for more activity on the part of utilities in the promotion of freezers.

It's a big ticket item, he said, with an average unit price of \$439, and \$1 million worth were sold in 1955. Freezers have only 16.8 percent saturation, Hollibaugh pointed out, and utilities should be interested because there are few \$400 items that can be added to the line without special wiring today. They afford a steady utility revenue without peaks and call for no wiring subsidies.

Radio Equipment Company avoids the quick buck artist in its distribution plans and has had no complaints from the Better Business Bureau. It has trained regular dealers to sell food plans and the Indianapolis Light & Power Co. ran advertising and mailed kits to all dealers.

Ranges and Housewares. W. B. Frogue, branch manager, General Electric Appliance Co., St. Louis, told of his promotion of electric ranges. Union Electric Co. in his city offered awards to salesmen. There were three complete programs of advertising. One

was institutional, called "Faster than Gas." The second offered a free installation on a deluxe range, and the third was a price project. In St. Louis range shipments were up 19 percent, compared to 12 percent for the country for 1955.

Edward L. Milhender, Boston, Mass. distributor, told the possibilities of electric housewares. He pointed out that the aggregate load of housewares is a respectable sum in kilowathours, and that promotions have spread from June brides and Christmas to all-year possibilities. He urged that the utilities' sales managers spend more time training personnel and that envelope enclosures be used, and that utility campaigns be run on only one houseware at a time. The utilities should spread out to cover more items. He cited an eight-week campaign in Boston in which 4,660 electric frypans were sold, 4,890 irons, 5,000 electric blankets and 900 space heaters.

Needed: Distributor Support. Half-hearted efforts on the part of distributors will show up in final results R. P. Gubbins, branch manager, Hotpoint Appliance Sales Co., Buffalo, N. Y. pointed out. Niagara-Hudson announced a campaign on dryers and asked all distributors to advertise. This publicity on the part of distributors died out early, leaving Hotpoint Appliance Sales Co. almost alone

in the field. At the end of the season it was discovered that the industry was up 66 percent in March and 38 percent in April, while local Hotpoint dryer sales ran 85 percent ahead for March and 89 percent ahead for April, showing that cooperation, if carried through, does pay.

through, does pay.

In the farm field, J. C. Cahill, supervisor of rural sales, Detroit Edison Co., pointed out that while 810 farmers expressed satisfaction with present wiring, possibly they are unable to judge their own needs, not knowing what causes blown fuses, burned out motors and similar troubles. Electrical contractors and appliance dealers believe that farm wiring is only 22 percent and 37 percent satisfactory. Cahill concluded that the farm customers must be reached with wiring information, as they do not know their own needs.

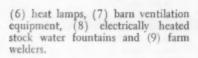
Carl T. Bremicker, Northern States Power Co., said that the 60 to 100 kwhr per month farm customer has increased his consumption to a bracket lying between 200 and 600 kwhr each month. Today, in a period of falling farm prices, the efficient farmer who cuts costs will continue to realize a good return for his effort. These, said Bremicker, are electrical items on which the utilities might concentrate in 1956: (1) bulk milk cookers, (2) crop dryers, (3) pressure water systems, (4) silo unloaders, (5) feed grinders,



WAITING FOR FARM luncheon to begin are, left to right, K. S. Young of Kansas City Power & Light, farmer Herbert Pike, Bud Moss of Georgia Power, O. R. Doerr of Pacific Gas & Electric and Frank Pulver of Public Service Electric & Gas.



WELL EQUIPPED for Windy City, Loreen Jacobson home service director for Wisconsin Power & Light Co., Madison, shows off the three hats she packed for the Edison Electric Institute trip.

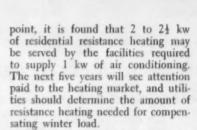


Heating Discussed. Electrical space heating was discussed in papers by C. F. Kreiser and W. L. Thomson, R. Mast, of Electromode division of Commercial Controls Corp.

The prolonged "heat storms" of

last year brought on immense cooling loads staggering system demands, 20 percent above the previous year's record sales. This winter saw planning and action to build compensating winter load, a study of rate structures and earnings, and to get ready once again for the onslaught of next summer's heat.

An absolute balance of the winter kw to the summer kw is not necessarily desirable. From the distribution stand-



Twenty years ago there were ap-proximately five principal manufac-turers of electric space heating equip-

ment, and today there are more than 100 manufacturers producing one or more types of equipment.

Not long ago, the electric house heating section of NEMA, conducted a survey of the power suppliers of the country, questioning 420 of them. Some 58 percent were favorable toward electric house heating, 26 per-cent were neutral and 15 percent were unfavorable.

It was stated that we are fast ap-



DISTAFF SIDE was represented at the EEI sales meetings by Mary Turner of Potomac Edison, Karen Fladoes, director of home economics for Kelvinator, and Evalyn Hansen of Utah Power & Light.



AWARDS FOR LAUNDRY promotions went to O. R. Williamson, right, of Kentucky Utilities and R. W. Smith of Metropolitan Edison. With them are Miss Furness and Jack Lee, left, Westinghouse laundry equipment manager.

The Distributors Speak Their Mind



RANGE DISCUSSION was led by W. B. Frogue of St. Louis. At right is Union Electric's Merrill Skinner,



FREEZER PROMOTION was discussed by Dan Hollibaugh of Indianapolis.



HOUSEWARES ACTIVITIES were outlined by Boston's Ed Milhender.

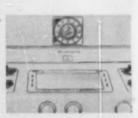


This is it Mr. Dealer! There is more profit, more value and more quality in **Enterprise** Ranges!
... Only Enterprise is foremost

... Only Enterprise is foremost in 56 with these features ...



CHASSIS—heavy steel and welded one piece rigid unit, all parcelain



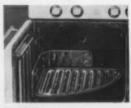
calDDLE ON another top-of-therange facility for tastily preparing quick meals.



SIMPLEX-SIMMER TOP BURNERS provide many cooking speeds from fast boil to keep warm.



GRIDOLE OFF—provides a giant sized lifth burner that expedites meal preparation.



MI-BROILER—convenient swing-out position provides efficient broiling and baking simultaneously.



LO-BROILER—additional broiling facilities for those unexpected

CALL . WRITE . WIRE

PHILLIPS & BUTTORFF MFG. CO.

poaching the time when 100 amp service will be standard and most electric heat can be safely and successfully served from it.

The Winners. In the electric water heater activity, Division A winner was the Ohio Power Co., Kenton, Ohio. Division B winner was Florida Power Corp., St. Petersburg, Fla. Electric range winners were Texas Power and Light Co., Dallas, Texas, and Metropolitan Edison Co., Reading, Pa. Both groups got the George A. Hughes Award and \$200.

Thomas W. Martin Rural Electricification Award went to the Dayton Power & Light Co., Dayton, Ohio.

More Power to America winners were the Cleveland Electric Illuminating Co., Cleveland, Ohio, and Mississippi Power & Light Co., Jackson, Miss. Award is given by the General Electric Co.

The Laura McCall Awards, given by McCalls Magazine, went to Cleveland Electric Illuminating Co., Cleveland, Ohio; New Orleans Public Service Co., New Orleans, La., Cincinnati Gas & Electric Co., Cincinnati; Atlantic City Electric Co., Atlantic City, N. J., and Dayton Power & Light Co., Dayton, Ohio.

The Frank Watts Farm Production Awards went to New York State Electric & Gas Co., Binghamton, N. Y., Alabama Power Co., Birmingham, Ala.; and Wisconsin Electric Power Corp., Milwaukee.

Lighting promotion awards went to Mississippi Power & Light Co., Jackson, Miss.; Cleveland Electric Illuminating Co., Cleveland, Ohio. The awards are sponsored by General Electric Co., Sylvania Electric Co. Products, and Westinghouse Electric Corporation.

Better Light Better Sight awards went to the Cleveland Electric Illuminating Co., Cleveland, Ohio and the Dayton Power & Light Co., Dayton,

Westinghouse awards went to Kentucky Utilities Co., Lexington, Ky. and the Metropolitan Edison Co., Reading, Pa.

Association Briefs

- The Electric League of Indianapolis has elected the following new officers: Albert L. Maillard, president; Frank Argast, vice president: J. R. Colville, Jr., secretary; Max Lewis, assistant secretary; O. T. Fitzwater, treasurer; and Harry Rasmussen, assistant treasurer.
- The Akron (O.) Appliance Dealers Assn. has installed the following new officers: Glen H. Thayer, Ohio Edison Co. appliance merchandise superintendent, president; Robert Murphy, first vice president; Thomas Daly, second vice president; J. S. Gover, secretary; and Victor Odeh, treasurer.
- Radio-Television Association of Kalamazoo, Inc., has elected Wayne Moorlag president. Other officers named at its 21st anniversary banquet were Clifford Bennett, vice president; Tony Owsiani, secretary; Harry Reynolds, treasurer; and Stanley Middling, trustee.

This Cool Deal's **Red Hot**

Amazing New

AND AIR-CONDITIONERS AUTOMATIC

Buy 5, get I FREE for full 50% Profit

VALUE

Here's the Deal-

For every 5 Electrecools you buy, you get a sixth one absolutely free. It's yours for bigger sales and wider profit margins.

In dollars and cents, here's how it works.

For each \$29.85 you pay out you get a retail value of \$59.70! Think of it! A \$29.85 margin to work on. A wonderful 50% profit.

No wonder we call this the hottest pre-summer deal in years. So act now. Be ready for the hot days ahead when Electrecool sales will soar with the temperature.





is a brand-new convenience for your customers. It puts controlled summer comfort within easy reach by making window air conditioners (to 3/4 ton) plus attic and exhaust fans fully automatic. When the heat rises, Electrecool turns them on. When they're no longer needed, it automatically turns them off. Its action is as simple and dependable as that.

ORDER NOW! **GET IN ON BIG SUMMER** PROFITS with Electrecool

ELECTRIC STEAM RADIATOR CORP., DEPT EM-1 ONE ELECTRIC AVENUE, PARIS, KENTUCKY

Gentlemen: Please send me information about the revolutionary new Electrecool and the special pre-summer deal.

NAME.

ADDRESS.

ZONE_STATE

*Subsidiary of Landers, Frary & Clark

The Big Push Is On

Stepped up advertising, giveaways and contests of every kind highlight springtime promotional efforts of appliance-radio-TV manufacturers

The sales pace in the applianceradio TV industry quickened last month as the industry prepared to capitalize on its traditional springtime selling season.

Indicative of the heightened activity in the industry were the number and variety of promotions being offered by manufacturers. They included:

Norge

Norge dealers this spring and summer can stage a circus, play golf or win a new car. If things work out as Norge expects any one of these activities will produce additional volume for the dealer.

A Circus. A toy circus is being given children whose parents buy a Norge appliance for as little as \$25 down. The circus includes a waterproof plastic tent and four sideshows. Balloons, giveaways, pennants and flags are included in the package which has a value of \$42.95. Last spring Norge, in a similar appeal to children, gave away 50,000 Davy Crockett tents.

Golf. Norge is also running its own national golf tourney. Dealers can earn golf clubs for selling Norge appliances and later on in the summer can use their new clubs in a match against Norge president Jud Sayre. Over 750 are expected to eventually play-off against Sayre and those beating his score will win special trophies. Sayre opened the entire promotion some weeks ago with a match against professional Sam Snead. (Snead carded

a 66 against Sayre's 87 but Norge officials say that their president turned in a "creditable match play card.")

Cars and Trucks. At least 1000 Dodge trucks, Plymouth station wagons and Chrysler New Yorker sedans will be given to Norge dealers this spring. Winners will earn their new vehicles on the basis of purchase of refrigerators from distributors.

Tappan

Tappan Stove Co. has begun placing national advertising on its electronic range. The unit was introduced last fall but has been available only in limited markets.

Initial advertising will be directed to builders and the copy will emphasize that Tappan is the only range manufacturer offering three kinds (gas, electric or electronic) of domestic cooking.

Proctor

Proctor Electric Co. has launched the biggest advertising campaign in its history for its ironing tables, covers, pads and toasters.

Heaviest expenditures will go to TV in two concentrated campaigns, one in the spring and a second in the fall.

Zenith

Special promotional drives on television and portable radios have been announced by Zenith.

Television. A new sales drive on TV has been keyed to a political

Tourney Tees Off Sales



GOLF PRO SAM SNEAD (I.) and Norge president Judson Sayre discuss the match that started the \$100,000 Norge Jud Sayre National Golf Tourney. The major appliance golf activity will continue until June 15 and will reward participating Norge dealers and distributor salesmen with golf clubs won for selling Norge home appliances.

theme to capitalize on election year interest in politics.

The campaign will revolve around particular Zenith consoles; display material and ads for the "Presidential Special" campaign will follow an election year theme. Dealers will receive a store promotion package of banners and cards and a set of 30 ad mats.

Radio. Billboard advertising, national magazine advertising and a local level display campaign are being used to promote Zenith's new line of portables. The firm has introduced 10 new portables with three basic chassis. The magazine ads in May will tie in with local dealer newspaper campaigns. About 2000 locations will be used for outdoor posters in early summer. A unique window display and a number of in-store display items are being offered dealers.

Hotpoint

Merchandising activities on ranges and dishwashers have been announced

by Hotpoint.

Ranges. The firm's range department is now completing a program which was designed to sell eight to ten million dollars worth of electric ranges during a 90-day period.

The range department has also completed work on a new booklet containing plans and tools to help dealers sell more ranges. It is based on a "do it vourself" theme. The book is divided into three sections, plans, tools and proven demonstrations.

Dishwashers and Disposers. A new sales planning guide for distributors has just been issued by Hotpoint. It is designed to help distributors reestablish ex-dishwasher and disposer dealers and franchise new ones. The booklet describes units in the Hotpoint line, explains advertising plans, offers advertising material and outlines several promotional campaigns.

According to Hotpoint officials the industry should sell 350,000 dishwashers this year (up 54,000 from last

year); disposer sales are expected to climb to 550,000 units, a gain of 30,000.

Outdoor Ads. Hotpoint has embarked on a new outdoor advertising program which offers specific dates, designs and numbers of poster showings for various markets. The new program intends to coordinate more effectively the use of outdoor advertising. The new posters use human interest cartoon copy and make considerable use of white space. Copy has been limited. In scheduling postings the firm's ad agency (Maxon, Inc.) has made a detailed study of 300 markets to classify local customs, market potentials and climatic influences.

RCA

"Crash tests" on RCA's "Impac' plastic cases will be used in an extensive spring campaign on portable radios. Films and photos showing a radio surviving a drop from a helicopter will be used in national magazine ads and on television. A motion display embodying a moving helicopter is available to dealers.

NARDA Meet Held

Hundreds of appliance and television dealers from all parts of Michigan gathered on April 17 to hear addresses by NARDA's executive committee, Michigan utility executives, and other industry authorities attending an all-day profit clinic in Lansing.

Speakers on the program included NARDA president, Don Gabbert; board chairman, Mort Farr; E. O. George, general sales manager of Detroit Edison Co., and Claude Mulligan, Consumer Power Co.

This was the fourth annual gettogether of the Michigan Appliance Dealers Assn. and the first held outside Grand Rapids.

Big Sign for Big Market



A HUGE BILLBOARD featuring a 75-foot cutout of a woman tuning a Motorola TV set has been erected on the Santa Ana Freeway, said to be Los Angeles' busiest thoroughfare. It is placed at a point where the road makes a 45 degree turn to dip under Atlantic Blvd. and will be seen by hundreds of thousands of motorists leach day. Display contains 30,000 pounds of structural steel.

HERE NOW! SCOOP THE MARKET!



The "Personal". In abony, red, gray, or ivory textured finishes. Model 8PT703

Announcing the smartest, smallest television ever built! NEW! "PERSONAL" TV BY RCA VICTOR

Now RCA Victor takes the wraps off a totally new kind of television beautiful new "Personal" TV! It's a new sales-booster you'll welcome with open arms—for it opens up a rich new TV market that's never been touched before. It taps the second set market like no other TV! You'll sell to people who already own television sets—as well as to non-TV owners. Best of all, this is the lowest priced RCA Victor TV in history!

Top Performance and Dependability— This is RCA Victor fine-quality television—with clear, sharp, steady pictures and amazingly rich sound. There is a built-in directional antenna ... plus a connection for an outdoor antenna, if needed.

Advanced Styling—The sleek modern decorator-styled cabinet comes in ebony, red, gray or ivory textured finishes. Make your move now to send sales sky-rocketing with the hottest new TV on today's market. Call or wire your RCA Victor distributor right away!

Here are the vital statistics:

size—Only 9½" wide, 8½" high (without stand), 12½" long. Choice of 4 decorator colors. UHF-VHF model available soon.

SERVICE—In most TV areas you now can offer a special low-cost RCA Victor Factory Service Contract covering maintenance of the "Personal." Only \$14.95!







EVERY YEAR MORE PEOPLE BUY RCA VICTOR THAN ANY OTHER TELEVISION



of this year's hottest kitchen line and a direct-to-dealer policy that means real profit on every sale you make.

MAI coupon for complete story

LYON METAL PRODUCTS, INC. AURORA, ILL. and YORK, PA.

LYON METAL PRODUCTS, INC., 521 Monroe Ave., Auro	ora.	Aurore	ve., A	Ave.	Monroe	521	INC.	PRODUCTS.	METAL	LYON
--	------	--------	--------	------	--------	-----	------	-----------	-------	------

Gentlemen: I want proof that the Lyon Direct-To-Dealer Kitchen Cabinet policy can mean bigger profit to me . . .

COMPANY.

ADDRESS.

STATE

A PARTIAL LIST OF LYON STANDARD PRODUCTS

AIR CONTROL UNIT (for ventilating

kitchen)...a Lyon exclusive that house-

Promotion Briefs

- Pfaff American Sales Corp., New York, and A. C. Weber & Co., Inc., Chicago, distributors of Pfaff sewing machines, plan a national magazine advertising campaign at the local sales level by means of a unique dealer con-test. The contest will be based on the best window display of the Pfaff #332 Automatic. Six cash prizes will be awarded.
- Whirlpool-Seeger Corp. is sponsoring a 4-H Clubs' frozen foods project this summer. 4-H clubbers selecting the project will develop skill in preparing, packaging, freezing, and using frozen farm products. Top national prizes will include six college scholarships.
- Admiral Corp. ran the largest ad in the company's history last month in a consumer publication. Admiral's six-page spread brightened the pages of the April 9 issue of Life.
- Du Mont's "Quality Brand Promo-tion" window display contest resulted in new Chevrolets for two national prize winners. Lyle Harsch of Ranchers Appliance Co., Cheyenne, Wyo., captured first prize among dealers, while Jack Kirk of B. K. Sweeney, Denver, led the nation's salesmen.

Seek "Mystery Mrs."

A washer-full of money is the top prize in a consumer contest currently being run by Tide.

Top winner in the contest gets a washer of her choice stuffed with \$10,000 in crisp new \$10 bills. Second and third place winners also get washers and \$5000 and \$2500 respectively. There are 150 other prizes in the contest which ends June 30.

Entrants must identify a "Mystery Mrs." and complete a statement on Tide's performance in automatic wash-

If the winner's entry has been endorsed by an appliance dealer, she will win a dryer along with the washer.

The contest is being promoted on all of Tide's radio and TV shows. Clues to the mystery woman's identify are included on special giant and regular size packages of Tide.

Offer Sparks Sales

The Universal "one cent" cleaner and floor polisher special combination has met with outstanding success, Lee Moss, vice president in charge of sales,

announced recently.
Under the Universal plan, customers purchasing the Universal Turbo-Jet 99 with a complete set of attachments at \$99.90 receive for only one cent more the Universal twin brush floor polisher, a regular \$49.95

Moss stated that "appliance stores all over the country are eagerly accepting the deal because . . . this combination has had excellent response."

cashin ...

This dynamic FULL PAGE AD Out May 17 high-lights FARBERWARE's Mid-Spring **Electrics Promotion**





FARBERWAR

tie-in

your store with the biggest advertising and merchandising campaign ever for

famous FARBERWARE STAINLESS STEEL APPLIANCES

act now order FARBERWARE and you get FREE tie-in DISPLAY KIT to help you

make profitable sales!

S. W. FARBER, INC. New York 54, N. Y. Makers of Stainless Steel Cookware with that Wonderful Thick Aluminum-Clad Bottom.

Free: A Plug on Network TV Mountain Air at Maytag

In effect that's what U.S. Steel is offering dealers who tie-in with the current "Kitchen Call" promotion; TV ad will call attention to local supplements

Dealers' kitchen ads in their local papers will be featured on a national television program late this month.

The unique tie-in has been arranged by U. S. Steel as a climax to its cur-

rent "Kitchen Call" promotion.
On May 23 local cut-ins on a
"U. S. Steel Hour" TV commercial will refer viewers to the local paper carrying "Kitchen Call" ads. Viewers



SPECIAL NEWSPAPER kit for use in creating kitchen supplements to support U. S. Steel's "Kitchen Call" promotion is examined by John R. Doscher, executive director for OHI. The Operation Home Improvement Seal is featured in the newspaper kit.

will be told that the newspaper section provides them with the best source of names and locations of steel kitchen

Heart of the newspaper advertising will be a 1000 line ad run by U. S. Steel. It will appear on May 23 in two colors (where possible) in 253 newspapers in 131 TV market areas.

The May 23 tie-in commercial will be the last of five on the Steel Hour carrying the "Kitchen Call" advertis-

ing message.

Built around the slogan, "The Call
Is For Kitchen-Styled in Steel," "Kitchen Call" is the latest in the series of industry-wide promotions run by U. S. Steel. The firm's market researchers are currently totaling up the results of the Christmas-time "Operation Snowflake." Over seven million lines of advertising and editorial space were devoted to "Snowflake" in newspapers and ad lineage paid for by retailers totaled 3.7 million lines. There were over 4900 retailer ads in

daily papers.

To help newspapers create kitchen sections, U. S. Steel has distributed a five page newspaper kit. The package contains news feature matter, ads prepared for use by dealers, banks, reaftors, telephone companies and utilities and advertising tools for other retailers who may wish to tie-in.



A RECORD-BREAKING trainload of Maytag appliances was shipped into the Rocky Mountain area to support a March sales drive in that area. To highlight the filling of the 93-car order, Maytag production workers donned miners' caps and a hardy supervisor mounted a burro to make his rounds.

Frigidaire One/Ten Plan

Program aims at replacing refrigerators under ten years old through "dynamic obsolescence" campaign; three-pronged sales attack includes outside contacts

A program to increase major appliance sales by stimulating replacement of late-model products has been launched by Frigidaire Division of

General Motors Corp.

The replacement sales program termed the One/Ten Plan-is aimed at owners of the 95 million refrigerators ranging in age from one to ten years. According to Mason Roberts, GM vice president and head of Frigidaire, this new sales plan is based on the theory that the greatest opportunity for expanding today's market lies in speeding up turnover of postwar ap-

Basic Steps. The basic steps of the program include: outside contacts, advertising, and display. An appraisal guide provides dealers with facts and figures enabling them to set a fair and proper value on used refrigerators being traded in.

line with the plan, dealers are urged to contact customers and create prospects on a planned basis. It is emphasized that people in the one/ ten market are not shoppers. They may not be aware of their need for something better.

The big sales point in advertising should be obsolescence, according to the theory of the campaign. Old refrigerators are obsolete; new ones contain revolutionary selling points.

Frigidaire also urges that displays keep obsolescence continually in front prospective buyers.

Old Refrigerators. It is pointed out

that the average refrigerator being traded in today is 14 years old, but few families are content to drive an automobile that old.

Taking a page from the auto in-dustry's book, the Frigidaire plan is directed toward replacing the postwar appliances in customers' homes with new models, and in merchandising the trade-ins to budget buyers who want to "step-up," but not necessarily to the newest appliances.

Believing that the key to success in replacement selling is "dynamic ob-solescence," Frigidaire will continually bring out new and improved products to help convince the customer he is better off investing in the new models than by struggling along with the old, officials said.

NEMA Contest Open

Widespread promotions of electric housewares by all segments of the trade are expected to attract record response to the sixth annual window display contest sponsored by the elec-tric housewares section of the National Electrical Manufacturers Association.

Winners will be prominently featured in nationwide publicity. year, for instance, photographs of winning entries appeared in leading trade publications, in addition to stories announcing names of dealers who received awards.

Window displays must tie in with the 1956 theme of the campaign: Be Modern-Give Electric Housewares and/or Be Modern-Choose Electric Housewares. They can be geared to the promotion of electric housewares as suitable gifts for particular occa-

Electric housewares dealers are urged to follow these rules in order to enter the contest:

 Send snapshot or other photo of window display to DISPLAY CON-TEST EDITOR, Electric Housewares Section, National Electrical Manufacturers Assoc., 155 E. 44th St., New York 17, N. Y. Period covered is from July 1, 1955 to June 30, 1956.

2) Attach letterhead with name and address of store and person making entry and names of distributors who

3) Enter the proper category-appliance, hardware, jewelry, department store or utility.

4) Deadline for entries is June 30.

Show's Open!



IMPULSE BUYING took the floor at the Point-of-Purchase Advertising Institute, Inc.'s recent show in New York City. During the show's three days, more than 12,000 people examined new development in sound, motion, automation, and color displays. Shown cutting tape are Helen Gallagher, star of Pajama Game, and Institute president Donald S. Hutch-

Blue Book For RAC

Here's still another sign that room air conditioners have come of age.
The National Appliance Trade-in

Guide Co. has just published a "Blue Book of Air Conditioning". It carries specifications, list prices and trade-in values on over 1000 room air conditioners. Over 40 brands are repre-

List price is \$5. Introductory copies may be purchased for \$3.50. Quantity prices can be arranged through the company at 2132 Fordem Ave., Madison 1. Wisc.



Another satisfied customer, and she will stay satisfied because she has received the benefits of trained servicemen and she has received only factory specification parts, which are made available for all models up to 15 years old.

A New Value Has Been Placed on Washday

Yes, the value of *Customer Satisfaction* is our first and foremost concern. The customer expects and is entitled to the finest service available. In order to insure our reputation, the highest quality standards in the appliance industry have been established to guarantee RCA WHIRLPOOL products.

If customer service is required, Whirlpool-Seeger has the same factory specification parts immediately available, for all models up to 15 years old. You cannot risk your reputation or the manufacturer's by the use of substitute parts because only factory specification parts are made to the original exacting required specifications.

To further insure customer satisfaction, Whirlpool-Seeger provides the finest field service specialists in the appliance industry. They help you train service personnel with field training sessions . . . free at-the-factory training schools . . . even correspondence courses on service.

Your customers place new value on your service when they know you can supply the correct quality parts rapidly... even for their old laundry appliance. See your authorized RCA WHIRLPOOL distributor or A.P.J.A. parts jobber and get acquainted. He will satisfy all your needs for factory specification parts.

Proof positive, that a new value has been placed on washday.

FACTORY SPECIFIED PARTS FOR



Whirlpool PRODUCTS

meet the toughest specifications in the industry.

Use of fredemarks high and BCA authorized by trademark owner Badia Corporation of America



*ONLY Regency gives you these big selling features!

Compare REGENCY'S exclusive selling features . . . compare REGENCY'S profit structure with any other miniature radio! Check REGENCY'S long-profit accessories and lowest battery prices . . . then sell REGENCY, the Number One money-maker across the board! Call your REGENCY distributor today!

Get the FACTS on Regency's Full Line:

REGENCY 7R-1 All-transistor, 3"x5"x11/4", 12 Oz....\$49.95 REGENCY TR-5 All-transistor, 3"x 5"x 7", 44 Oz.....\$59.95

Buggested list prices, loss betterios; slightly higher in West and in Ca

REGENCY PRIVATE EARPHONE Featherweight accessory for TR-1, TR-1-G and TR-5..\$7.50

REGENCY CARRYING CASE Genuine leather with belt loop for TR-1 and TR-1-G....\$3.95

National Advertising — Ad Mats — Displays — Sales Helps

Regency gives you full support with national magazine advertising, newspaper ad mats, envelope stuffers, displays and other sales aids. Cash in on the big portable-radio market with REGENCY... the radio that's first in production, first in sales, first in quality and first in service!

call your Regency Distributor or write

Division of I.D.E.A., Inc.

7900 Pendleton Pike, Indianapolis 26, Indiana In Canada: 700 Weston Road, Toronto 9

Sales Picture Focuses

Most companies report a profitable 1955; some foresee an even brighter 1956; nearly everyone announces substantial net gains

Record and near-record sales figures in 1955 have resulted in higher net profits for more and more firms despite rising manufacturing and distribution costs. The growing pile of sales reports hints, too, that 1956 will be even rosier.

Audio Devices, Inc., of New York City, manufacturers of recording discs, magnetic recording tape, and film, announced a 42 per cent increase in sales during 1955. Total sales reached \$3,472,871, compared with the previous year's \$2,453,750.

Hoffman Electronics Corp. sales and profits for 1955 were the second highest in the company's history, president H. Leslie Hoffman told shareholders in his annual report. Net profit for 1955 was \$1,560,596, an increase of five per cent over the 1954 net profit of \$1,485,513.

Landers, Frary & Clark announced that its net sales in 1955 were \$29,-979,900, despite a crippling 19-week strike. Richard L. White, chairman of the board, reported: "Usually high sales in the last four months of 1955 were sufficient to more than absorb losses due to the strike."

Raytheon Manufacturing Co., Waltham, Mass., reported net earnings of \$742,000 on sales of \$42,958,-000 after provision of \$830,000 for federal income taxes for the quarter ended February 29, 1956, the third quarter of its fiscal year.

The Silex Co. reported increases in 1955 sales and earnings over the previous year. Net sales amounted to \$8,-

AW Plan Chairman



ANDREW DOREMUS, advertising and sales promotion manager of General Elec-tric Company's Construction Materials division, Bridgeport, Conn., is the newlyappointed chairman of the National Adequate Wiring Bureau's Plan Committee.

645,000, an increase of \$679,000 over 1954. Net profit amounted to \$161,-478 for an increase of \$9,875

Allen B. Du Mont Laboratories, Inc., on the other hand, reported gross income of \$58,801,000 for 1955 exclusive of income from broadcasting operations, and a net loss of \$3,674, 000. Comparable figures for showed gross income of \$71,458,000 and earnings of \$870,000 plus a capital gain of \$6,727,000 from the sale of television station WDTV. The company pointed out that the loss figures included a special inventory reserve of \$1,400,000 and a loss of \$2,859,000 from broadcasting operations which are no longer conducted by the company. Broadcasting properties were separated from the company in a spin-off of the Du Mont Broadcasting Corp. completed on

Norge Division, Borg-Warner Corp., Chicago, began 1956 in the right way, however. Norge sales to dealers in January and February increased 21 per cent above the 1955 months to reach a new peak for the period. The report said the gain pushed monthly factory totals nearly \$1,000,000 ahead of the monthly average last year, when Norge annual sales were a record \$129,000,000.

One-Piece Kitchens

A growing trend toward marketing appliances by the package and away from piece-by-piece selling may spur on the appliance business to new high levels in the years ahead, according to Clarke V. Kirby, head of Frigidaire's kitchen modernization sales. Kirby addressed members of the De-

troit Electrical Women's Round Table during an annual executive night meeting in March.

He explained that there is a growing interest in co-ordinated kitchen planning among homemakers across the country which causes women to think more in terms of complete kitchens and less about individual ap-

pliances when buying.

Integrated Kitchen. Kirby pointed out that a pre-plumbed, pre-wired integrated kitchen, complete with new appliances of special design, cabinets, perimeter lighting, ventilation system and even walls, will be mass-produced and marketed by Frigidaire by the end of the year. These complete kitchens will be made up on standard two-foot modules.

He declared that the appliance business will be further influenced and stimulated by tapping a vast, virtually untouched, home modernization market; the continuing boom in new home construction; and improved financing of kitchen equipment.

maximum air delivery...minimum noise keeps [[]] fan sales soaring on high



New Venturi Cowl construction gives your customers more fan for the money and you...

More Profit Per Sale!

Here's the "fresh air" approach to more profit per fan sale . . .

the FASCO Model 2060 with Thermostat Comfort Control —
leader in the FASCO line for its all around superb quality
. . . leader in effectiveness because of the unique

Venturi Cowl which takes the place of the conventional flange
plate . . . leader of all fans because it delivers
maximum air volume with minimum noise.

THERMOSTAT COMFORT CONTROL — Set it \dots forget it, the fan turns on and off automatically all summer longl

ELECTRICALLY REVERSIBLE — This fan changes from fan to exhaust at the flip of a switch.

3 SPEEDS — High, Medium and Low Speeds deliver maximum air volume at their individual settings...minimum noise.

TWIN SAFETY GUARDS — Both side guards, bar the tiniest fingers, can be removed for easy cleaning.

6 POLE MOTOR — Motor operates on overdrive principle . . . less drive, more power and less noise, with little wear on moving parts.

CURVEX ONE-PIECE DESIGN — The outside shroud is styled for modern or traditional surroundings . . . its exclusive one-piece design adds to its pleasing appearance.

ADJUSTABLE WINDOW PANEL AVAILABLE — Adjusts from 2914" to 38"

FIVE YEAR GUARANTEE ON FANS AND MOTORS

EVERY FASCO FAN HAS AT LEAST ONE DIFFERENT FEATURE THAT MAKES IT A "BEST SELLER"!



PORTABLE
WINDOW FAN
with
PUSH BUTTON
CONTROL

Model 2047—Electrically Reversible



FOR
HARD-TO-FIT
Casement
Windows
17"-12"

PORTABLE WINDOW FANS
Hanger Bar Included FREE



WHEEL a BREEZE CIRCULATOR

Rolls easily from room to room. Choice of 20" or 17" models



HASSOCK FLOOR FAN Model 56

Exclusive inverted cane base.

Know the facts, check your distributor or write

FASCO Industries, Inc. 131 AUGUSTA ST., ROCHESTER 2, N. Y., U. S. A.

Built-In Revolution

A new idea in kitchens is taking American homes by storm; new built-in and up-to-date equipment markets created; no saturation point on the horizon

Entirely built-in kitchens are the Entirely built-in kitchens are the future prospect for the American home, according to Ross D. Siragusa, president of Admiral Corp. In a speech before the Installment Credit Conference of the American Bankers Conference in March, Siragusa predicted that all units will be built-in as part of the original kitchen plan to effect the greatest saving of space.

Built-ins also will permit the most efficient organization of the work units to save the homemaker time

and steps.

"This trend is very evident in the better new homes being built today, Siragusa declared, "and it will inevitably extend to lower-priced homes as well. The big fact is that the American home is being mechanized through the application of electric power much as the factories of our country have been in the last 50

Obsolete Refrigerators. Siragusa also said that obsolescence is an increasingly important sales factor in the refrigerator market. At least half of the refrigerators in use today are not equipped to handle frozen foods and do not have separate compartments to take care of the temperature and moisture requirements of different foods.

"The result is that many refrigerators are being sold to replace units that are still operating but simply don't meet present day requirements, the Admiral president pointed out. "In addition, five out of six homes do not have a freezer and we in 1956, a 20 per cent increase over last year.

Many appliances already in exist-ence have virtually virgin markets before them, Siragusa added. There will be many more new electricallypowered labor-saving products for the home. The growth potential for the appliance industry is tremendous, he stated, for two reasons. First, only a small percentage of today's existing homes have truly modern kitchens. Second, there is an entirely new market which will come from the families to be formed in the future.

The old idea that there was a saturation point is an exploded myth, Siragusa said. "The fact remains that, the more people have, the more they

Dryer Sales Up

Industry sales of automatic clothes dryers will gain 35 percent this year, on top of a 47 percent increase last The clothes dryer is also gaining acceptance in the South, which previously held out against widespread use of the appliance.

These are the findings in a special report on industry growth released by the marketing research department

of Norge. Norge also reports that newspaper advertising for the Norge \$99 electric clothes dryer doubled sales of all dryers in ten markets since March 15.

anticipate the sale of 1,200,000 units

BROAD STEP in diversifying the firm's product line is represented by this "Deep Cleaner" now being marketed by White Water Heater Corp. On hand for the introduction of the turquoise-colored cleaner are president R. A. Lareau, left, now being marketed by White Water Heater Corp. On hand for the and A. D. Vining, vice president in charge of sales.

Power Sells Appliances

Pennsylvania Power & Light reports higher appliance sales hand-in-hand with better wiring; ambitious promotion program planned for coming year

The Pennsylvania Power & Light Co., reporting for the central eastern Pennsylvania area, says sales gains were registered in almost all appliance lines

Adds Cleaner

In a prospectus describing its 1956 business development plans, PP&L reports 8,695 new housing units were built in the area during 1955. Of these, 79% were equipped with elec-tric ranges and 45% with electric water heaters. Promotion of adequate wiring resulted in the certification of 627 homes, an increase of 108.3% over

Sales Climb. Appliance sales in 1955 were over 1954 as follows: electric ranges, 8.2 percent; home freezers, 4.6; laundry dryers, 61.7; room air conditioners, 76, electric water heater sales lost ground by 5.5 percent during the year.

The increase in kwhr per residential and farm customer in the area was

PP&L looks forward to an even better year in 1956. Three nation-wide campaigns are heralded as hopeful. These are the Edison Electric Insti-tute's "Housepower" promotion, the Live Better Electrically program, and the U. S. Chamber of Commerce's extensive Operation Home Improve-

PP&L lists as some of its 1956 objectives the increased saturation of electrical appliances in old and new homes, pioneering the use of newlydeveloped appliances, improved light-

ing in homes, expanded load potentials through breaking the wiring "bottleneck," a greater customer ap-preciation of the value of electrical ervices, and increased average annual KWH use per residential and farm customer by 200 kwhr.

Builder, Buyer Contact. PP&L will maintain close contact with building contractors and home buyers to secure improved wiring and lighting, dishwashers, laundry dryers, air conditioners, etc., in new homes.

Contacts with existing home owners on improvements are also planned by PP&L.

An educational program in the schools will include films, lectures, demonstrations, and other teaching

Also included is a vigorous program to enlist assistance and interest of PP&L employees in developing prospects for expanded wiring and electrical applications.

A series of tie-ins with the major national campaigns is planned. The company will also make use of displays at fairs and shows, appliance campaigns and promotions to stimulate retailer sales, and customer advertising by newspapers, newspaper supplements, billboards, and company window displays.

According to the prospectus, the program will be aimed at developing a higher standard of living by striving to create customer desire for electrical

Holiday Push for Ice Jet.



DEMONSTRATIONS KEYED to holiday entertaining are being staged in leading epartment and housewares stores in introducing Waring's new Ice Jet attachment Among first of these promotions was this one held prior to St. Patrick's Day at Hammacher Schlemmer's in New York. Menu included a "shamrock special" drink and an "emerald sherbert",

BECAUSE THE FREEZER'S IN BACK

there's more shelf space up front!



and MORE SALES for you!

It looks like a refrigerator without a freezer, with room for everything up front! But there's a big 40 lb. freezer behind those top swing shelves. Just a touch of the finger swings the shelves to reveal the freezer compartment, in a no-stoop location! It's the newest freezer locationand it's a Gibson exclusive!



79 years of experience and millions of satisfied customers mean you can always rely on

REFRIGERATORS . ELECTRIC RANGES . FOOD FREEZERS . BUILT-IN-APPLIANCES . ROOM AND SELF-CONTAINED AIR CONDITIONERS

See Gibson on NBC's TV "HOME SHOW" with Arlene Francis every Thursday!

REFRIGERATOR COMPANY . Greenville, Michigan

new freezer compartment location in a refrigerator! A location that gives your customers a real benefit in convenience!

Another great first for Gibson dealers—the first really

This sensational new refrigerator has the freezer at the back, concealed behind swinging shelves that give extra "up front" shelf space for often-used items. There's never been a refrigerator like it before, and naturally it's Gibson that's got it!

This new Gibson Strat-A-Master has the "something better" that your customers want...it is an advantage that's easy to demonstrate...it's a refrigerator that's

Get the facts on this latest Gibson achievement! Mail coupon today!

	frigerator Co , Michigan	mpany, De	ot. EM	
The new more!	Strat-A-Mas	ter sounds	great t	to me-tell
Name				
Firm Nan	ie			
Address				
City			S	state



Show the lady

THERMO-SET

...and you're off on a Caloric Selling Spree

It's CALORIC'S exciting Thermostatically-controlled gas topburner that holds temperature where it's set...automatically

Here's Caloric's most demonstrable feature yet! And you can put this great salesmaker into action right before your customer's very eyes.

Just connect your range to gas, turn the top-burner dial and get set for sales! Show her delectable eggs without burning, bacon with no smoke or spatter, golden-brown fried foods, not soggy or greasy. With Caloric THERMO-SET it's goodbye to guesswork. No more burning, scorching, boilovers! No more endless watching. It's modern cooking's most spectacular advance. Just demonstrate it and you'll sell it.



RANGES . DRYERS . BUILT-INS . DISPOSERS

Selling Service to the Public_



SERVICE OFFICIALS of Hotpoint inspect proof of new series of ads scheduled to run in 31 major newspapers. From left to right are W. G. McNeal, manager of product service, A. F. Deering, manager of service parts sales and E. H. Ruesch, manager of technical and educational service.

Range Sales Pushed

The Electric Institute of Washington has a slam-bang \$25,000 promotion in full swing. Advertising, consumer prizes, and sales incentives for salesmen comprise the Institute's three-pronged drive to sell electric ranges in the Washington area.

The campaign, which began April 16, will end May 15. It includes full-page newspaper ads, radio spot announcements, television announcements on metropolitan TV stations, and co-operative advertising.

Six free ranges are being offered to winning customers who come into appliance stores and fill out special entry blanks.

Appliance salesmen throughout the area will receive \$3 from the Institute for each electric range they sell at retail during the campaign.

The Electric Institute will furnish

The Electric Institute will furnish posters and streamers to dress up the member dealers' stores.

In addition to all this, generous cooperative funds are being made available to dealers for additional advertising. Dealers are urged to get into the swing of things by placing extra advertising and getting ready for the buying rush. Additional sales incentives to salesmen from dealers are also being encouraged.

Nation to Cool Off

The air conditioning industry is entering the "biggest selling season in its history" and the future of the business will be bright for years to come, predicted Mason M. Roberts, General Motors vice-president and head of Frigidaire.

Roberts declared that "both old

Roberts declared that "both old and new homes without air conditioning, as well as uncooled automobiles,

will be rendered completely obsolete throughout two-thirds of the country in less than ten years."

Record Year. More immediately, Roberts foresaw 1956 as "a recordbreaking year for the air conditioning business" with sales topping even the peak attained by the industry in 1955.

He based his optimism for the future on booming residential construction, increasing home modernization activity and dynamic strides in development of ever-improving air conditioning products.

conditioning products.

He said that room air conditioner sales during the next five years will be about double those of the past five years. Extensive gains also were predicted for residential central system air conditioners.

\$10 Billion to Grab

Appliances stand behind autos and homes as the third biggest consumer durable goods item, according to Judson S. Sayre, president of Norge division, Borg-Warner Corp. Sayre pointed out at the same time, however, that the sale of automobiles is declining, home-building slackening, and consumer debt repayments are rising, thus increasing savings.

Speaking before the annual conference of the Central States Group, Investment Bankers Association, Sayre also said: "In addition to this freeing of consumer dollars, it is expected the government will increase expenditures this year by some \$5 billion. This should open up the soft lines and home goods industries to some \$10 billion more of the consumer discretionary spending."

Sayre foresaw an extremely bright picture for the industry this year with this added sum in extra consumer spending available. Lloyd Wasson, President of York Distributors, Inc., Long Island City, N.Y., reports:

DELIVERIES TO YORK DEALERS UP 452% OVER LAST YEAR



"York power-packed promotions just what the doctor ordered," dealers say.

"York has got a winning combination that no dealer can resist . . . quality products . . . exclusive features . . . and a merchandising program that's going like a house afire in the New York area! Actual deliveries of room air conditioners to dealers are up 452% over last year! And that's just the beginning!"

Thank you, Lloyd Wasson! It just goes to prove that York gives you the *products*, the *promotions*, the *profits!* Get behind the leader in air conditioning.

Mail this coupon today!



the quality name in air conditioning

THERE ARE MORE
YORK-BUILT ROOM AIR CONDITIONERS
IN USE TODAY THAN ANY OTHER MAKEI

R. E. Cassatt, Manager of Sales York Corporation, Commercial Division York, Pennsylvania

Rush me the facts on York's terrific GRAND SLAM PROFITS PLAN!

Name_

Company

Addres

one____

tate____

EM 5

They Compare Brands . . .

study shows that shoppers may exmaine many brands before buying; price is becoming less important

Today's major appliance consumer is no longer a single line shopper, according to an analysis by Hotpoint Co. The analysis, extracted from market research surveys conducted over the past five years, reveals that today's shopper sometimes inspects and exammes as many as 12 name brand appliances before making a final purchase.

The analysis showed specifically that:

1) Consumers are increasingly se-

lective in shopping;
2) They take their time before final purchase:

3) Features are still the No. 1 motive for sales;

 Reputation, product appearance, convenience and recommendations follow in that order;

5) Price is becoming less and less important;

 Only one out of 240 purchased appliances at a discount outlet for appliances.

"Comparison" Shopper. Most appliance dealers have observed a noticeable increase in the "checking" and "comparison" type of shopper. Due to this development, dealer store traffic has increased as much as 80 per cent while dealer sales have only increased, in some cases, 10 to 20 per cent.

The analysis showed that between 65 and 95 per cent of the consumers considered purchasing another name brand appliance before making a final purchase. In addition, the consumer shopped at least four to twelve other brands prior to making the selection that resulted in the final purchase.

The prospective purchaser does not decide quickly. The analysis showed that a period of one to four months elapses before purchase. The time lapse varies depending upon the appliance desired.

Features Spark Sale. According to Hotpoint's George W. Westfall, manager, distribution planning, "There is strong evidence in the surveys that the more features a product had, the kind that the customer could see as beneficial to her and her homemaking tasks, the easier the sale was made."

Dealers supported this view by stat-

of the cases were the main factor in consummating a sale. This was especially true when a dealer demonstrated the feature.

Westfall noted that the point about selling and demonstrating features for increased sales has been a part of Hotpoint's marketing philosophy for the past seven years. The theme of "sell the features" has been prevalent in its national, retail, and dealer advertising, television and merchandising programs, sales promotional efforts and publicity, he said.

Reputation Important. Another fact the analysis revealed was heavy

consumer dependence upon reputation of the brand shopped.

"While reputation is intangible," Westfall said, "dealers can sell it because consumers depend upon it before making final purchases and they need the same assurance before the sale is made."

Reporting consumers also leaned heavily on another factor: product appearance. Both the inside and outside of appliances were listed as being a prime consideration for selection.

Convenience is something every prospective purchaser looks for.

Recommendations Get Results. Also high on the list of reasons for purchases were recommendations. Friends, neighbors, relatives, and dealers came in that order. In some cases, the surveys showed that recommendations were as high, if not higher, than other reasons.

Reviewing the time lapse situation, the analysis pointed out that consumers would have purchased appliances

1) The dealer had demonstrated the appliances;

2) Someone had really tried to sell the customer;

3) The dealer had made a home call;
4) The dealer knew more about the

appliance;
5) The dealer had agreed to install

it;

6) The dealer had realized the ap-

pliance was needed;
7) The dealer would have sold on credit:

Maytag TV Program Honored



FRED MAYTAG II, president of the Maytag Co., receives a certificate from the Des Moines, Io., area navy recruiting station naming him an "honorary recruiter." An informal recruiting station survey indicated that one out of three local recruits have been influenced by the CBS network program Navy Log, co-sponsored by Maytag.

8) The dealer would have taken a trade in;

9) The dealer would have agreed to a home demonstration.

Price Inconsequential. Price, which heretofore has been a determining factor in sales of major appliances, is apparently becoming less important. Westfall said that, in the surveys analyzed after 1954, the price factor was steadily declining in importance. Fewer consumers regarded price as a purchase inducement.

The analysis also noted that more appliances were purchased in non-discount retail appliance stores. No more than one out of 240 consumers mentioned discount house purchasing.

Lastly, Westfall stated the surveys showed that, when a prospective customer is given a chance to be sold features, convenience and reputation and has had those features and conveniences demonstrated, the dealer is playing a major role in converting that customer into a one line shopper.

"Quality" Promotion Pays Off_



DEALER Lyle Harsch, right, of Ranchers Appliance Co., Cheyenne, Wyo., accepts keys to new car he won for capturing first place in Du Mont's "quality brand promotion." Harsch arranged a beauty and fashion contest and set up tie-ins with Cadillac dealers and dress shops carrying Ceil Chapman gowns. At left is Richard Jones of B. K. Sweeney, Du Mont distributor. Auto dealer "Red" White looks on.

Kit Pushes Wiring

A special "Housepower" tool kit has been compiled by the Edison Electric Institute to spark its campaign for improved wiring in 20 million American homes.

The campaign is to include a \$100,000 consumer contest and advertising in newspapers, magazines, and on television.

Nationally, a 16-page public kickoff in the May issue of Better Homes & Gardens will be followed by commercials on NBC's "Today" and "Home" shows. The \$100,000 contest, running from May to September, will educate consumers on the need for adequate wiring.

for adequate wiring.

Details and materials are included in the kit to provide for local meetings, articles for house organs, publicity, local advertising, advertising mats, radio and TV scripts, ideas for exhibits, a 24-sheet poster sketch, and sales training.

Among the aims of the campaign are a powerful program to break the wiring bottleneck and open a new market for electrical usage and to pave the way of the electrical contractor into homes.

Bridal gifts are big year-round business!

TOASTMASTER Offers
Free Sales Aids to Help You Cash In
On This Tremendous Market

Bridal gift business is no part-time affair! As the chart below indicates, the demand is almost constant, the year round. Approximately 1,550,000 marriages will take place this year alone. And over 80% of these brides will receive toasters as wedding gifts. Most important, this year as always, the Toastmaster Toaster will be the preferred bridal gift. And powerful national advertising is increasing this preference all the time!

Month after month, we're creating sales through colorful ads in such popular magazines as The Saturday Evening Post, Look, True Story, Better Homes & Gardens and the Farm Journal. In all the major bridal books our ads are pre-selling the bride-to-be. *Capitalize* on this gigantic pre-sold market! Order these free sales aids. Put them to work on your counters and in your windows.

Get Your Share of This Profitable Year-Round Bridal Business!

(Estimate of marriages for 1956)

st Qu	arter	2nd Quarter	3rd Quarter	4th Qua
Jan.	6.8%	April 8.5%	July 8.3%	Oct. 8.
Feb.	7.0%	May 9.1%	Aug. 9.9%	Nov. 7.
March	6.0%	June 11.9%	Sept. 9.1%	Dec. 7.

(Source: National Office of Vital Statistics)



Free Bridal Sales Aids!



- MOUNTED AD REPRINTS
- WINDOW STREAMERS
- SALES PLANNERS
- COUNTER PIECES
- FULL-LINE DISPLAYS
- BRIDAL AD MATS
- ACETATE WINDOW STREAMERS

.. backed by a powerful advertising program!



Make Your Store a Bridal Gift Center!

Nothing to Buy! Everything's Free!

TOASTMASTER PRODUCTS DIVISION
McGraw Electric Company, Elgin, III.

Please rush the bridal merchandising kit, postpaid!

My Name

Store Name

City______ Zone_ State____

TOASTMASTER

Automatic Appliances

"Toastmatten" is a registered trademark of McGraw Electric Co., Elgin, Ill., © 195

from \$17.50 to \$39.50

MORE SALES EXTRA PROFITS

WITH THIS BENDIX-FRIEZ
AUTOMATIC CONTROL FOR

DEHUMIDIFIERS!



Not a timer! This humidistat makes any electric dehumidifier automatic. It actually measures humidity . . . turns on dehumidifier only when needed.

That's right—you'll sell more dehumidifiers if you tie-in each sale with this Bendix-Friez* Humidistat. And you'll make extra profits, too! For with this unique control, you can sell automatic dehumidification. It's trouble-free, accurate and easy to install. Just hang the Humidistat on the wall. Plug it into the wall outlet and reconnect the dehumidifier. Then set and forget it. Saves wear and power by preventing needless operation.

Write today for complete information. Bendix-Friez, 1471 Taylor Avenue,
Baltimore 4, Maryland



Export Sales: Bendix International Division, 205 E. 42nd St., New York 17, N.Y., U.S.A.

Meetings



DISTRIBUTORS Cal Michelson (of San Antonio) and A. M. Fridley (of St. Louis) confer with J. L. Johnson, second from right, vice-president and general manager of Gibson Refrigerator Co. and Frank Gibson, Jr., right, chairman of the board, during four-day meeting at Fontainbleau Hotel in Miami Beach. Seventy distributors and their salesmen earned trips to the meeting for their work and results in a recent sales drive.

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Gibson Throws A Party



ON HAND for the Miami Beach outing were (left to right) New Jersey distributor Charles Schenck, ad manager Frank Fisher, Atlanta distributor J. B. Wood, Jr., Dale Ash of Graybar-Los Angeles, and Gibson president Charles J. Gibson, Jr.



GUESTS at the Miami Beach meeting included (left to right) Dave Townsend and Paul Jacobus of Omaha, Phil Corens of Miami, Mrs. Jacobus, Gibson vice-president William C. Conley and Miami distributor W. W. York. Conley told group that during firm's first six fiscal months factory shipments were running 45 percent ahead of a year ago and distributor sales were up 51 percent.

Look at these early returns from BETTER HOMES & GARDENS 1956 **HOME IMPROVEMENT CONTEST!**

(All figures as of March 21, 1956)

120,469 ENTRIES

who've agreed to make a sizable home improvement in 1956. 28,459 of the entries are concerned with the kitchenutility area!

Don't miss your opportunity to share in the excitement, the sales generated by BH&G's Home Improvement Contest. New thousands of homeowners from BH&G's 4,250,000 reader-families are entering every month. Help them plan their improvements around your merchandise! Make your store Contest Headquarters now by sending the coupon today!

Better Homes & Gardens

Meredith Publishing Company, Des Moines 3, Iowa

10,270 DEALERS ALREADY PLUGGED IN

to the salespower of this great BH&G event, tying-in their stores as Contest Headquarters to garner these readymade sales! And more dealers joining in every day!

114,120 pieces of literature ordered by contest entrants!

BH&G 1956 Home Improvement Contest, Dept. EM-2 1716 Locust Street, Des Moines 3, Iowa

Please rush me your free Contest Brochure and dealer's kit, so I can make my store Headquarters for your 1956 Home Improvement Contest.

(Advertisers: Write on your letterhood for Contast details, or tie-in assistance, to the above address.)

RADIO-TV

Set Radio Week Plans

Industry-wide drive aims to "acquaint and re-acquaint" the public with the usefulness of radio; promotional material ready for May 13-19 push

Extensive activity on the part of participating organizations will ark the observance of National Radio Week (May 13-19) by the indus-

Operating on a four point program that shows (1) the increasingly vital role of radio in community life; (2) renewed interest by the public in radio as a medium of entertainment; (3) a a source of timely information and (4) the mounting sponsor awareness of radio as an advertising vehicle, the overall industry committee has made important progress in plans to acquaint, and re-acquaint the American public with the radio medium.

Participating organizations include Radio-Electronics-Television Manufac-Association, National Appliance Radio-Television Dealers Association, National Association of Radio and Television Broadcasters and the Radio Advertising Bureau.

It is anticipated that more than 3000 radio stations, both AM and FM, will participate with special programs detailing the history of commercial radio, and its technical development. Appliance-radio dealers are being circularized by manufacturers and distributors to set up special displays, both in their own windows and at their radio stations, in cooperation with local outlets. And it is expected that most radio stations will hold Open Houses, giving the public access to local facilities, and permitting listeners to become familiar with station operation.

lucluded in the overall promotionalpublicity program are the following:

Letters written to over 200 civic, fraternal and social organizations seeking cooperation and support for observance of National Radio Week.

Letters to more than 900 major radio editors, columnists and critics, requesting publicity support for material concerned with National Radio Week.

Extensive on-the-air promotion, both live and transcribed for use at the local level by stations. promoting radio listening. Series of recorded announce-

ments by top radio network personalities promoting radio listening.

Promotional spots, to be run by stations, encouraging the public to buy more radios.

Promotional spots by radio stations encouraging the public to repair their inoperative receiv-ers, and to check batteries of portables.

Planning of a series of locallevel contests on various phases of radio with station-distributordealer cooperation.

8. Movements for official National

Radio Week Proclamations by "I Hear Music . . ." top civic officials.

9. Movements to change names of prominent streets to "Radio Lane," etc.

10. Allocation of cooperative advertising funds by distributors to be earmarked for radio during the National Radio Week Period.

Preparation of an industry press kit for use by local publicity outlets. This kit dwells on product features, and programming available.

Manufacturers are timing special radio-set sales contests to cide with National Radio Week.

Those manufacturers who advertise nationally on radio and television will devote commercials to new radio sets during National Radio Week.

"National Radio Week" will be prominently mentioned in all commercial and print advertis-ing copy during the May 13th-19th period.

Recorded jingles and other material have been prepared for use by stations.

16. Radio is to be used as the subject of various forum-type programs currently on the air, with radio to be worked into others.

17. All networks have agreed to make maximum use of their top talent and sports figures to promote National Radio Week.

Key members of the committee (representing the Radio Advertising Bureau) will be speaking in a dozen to fifteen cities that week according to advance bookings received to date.

Complete in-store material for dealers is being distributed by manufacturers through their distributors with local outlets instructed to contact individual stations for star photos and other point-of-sale material as part of windows.

All material and emphasis has been planned so that the Week's theme-Give A Radio-can be used throughout the springsummer gift season and the rest of the year as well.



MUSIC FROM NOWHERE was the odd sensation on Chicago's busy Michigan Avenue when Marjorie Vaughan walked by with her king-size loudspeaker connected to a small Zenith transistor radio tucked in her handbag.

1

Directors Named

I'wo new directors were elected by the set division of the Radio-Electronics-Television Manufacturers Association during a three-day industry spring conference held in March.

David T. Schultz, who formerly represented Raytheon Manufacturing Co. on the board of directors, was elected as a director from the set division representing Allen B. Du Mont Laboratories, Inc., following the resignation of Dr. Du Mont.

Chester G. Gifford, president of the Crosley and Bendix Home Appliances divisions of the Avco Manufacturing Corp., was also elected a director representing the set division to replace Parker H. Ericksen, who resigned.

New Committee Member. John S. Holmes, president of Warwick Manufacturing Corp., was elected a member of the set division executive committee.

During the meeting, the set divi-sion executive committee approved the FCC's order imposing limitation on the spurious radiation emissions of television, FM, and mobile communications receivers. The committee also discussed recent developments involving Rule 9 of the Federal Trade Commission's Trade Practice Rules. It was reported that efforts were still being made to come to an agreement with the Commission's staff as to a proper application of this rule in describing the size of television picture tube screens.

British Offer Color

Plans to produce a simultaneous color TV camera for the U. S. market has been announced by a British firm, according to McGraw-Hill World

Pye Ltd. unveiled the camera at the first demonstration in Britain of large-screen color TV. The pictures were shown on an eight by six foot screen using a Pye camera and projector designed to operate on 625 lines. British television now operates on 405

Pye was responsible for the first full-scale color transmission in Europe when it televised the coronation using sequential color television, which employs a mechanical color filter in the camera and receiver. Later, following the U. S. lead, it turned to development of a simultaneous system.

Hi-Fi Meeting

Sponsors and operators of all high fidelity and audio shows are invited to meet in Chicago late this month to set up uniform basic operating procedures for such shows; to work out non-conflicting show dates; and to confer with an all-industry committee of leading manufacturers, distributors, representatives, and dealers to discuss the industry's needs and preferences.

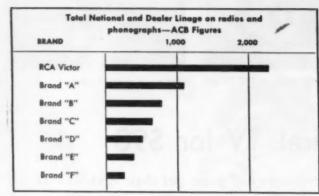
Home, Switch Home.



HOME IN 1980, as presented in a recent London exhibition, is a place run by the flick of a switch. Father, 1980 style, presses a button on the domino-like control for TV. Mother, wearing the latest in fashions, prepares a meal.

Advertising Checking Bureau Reports:

RCA VICTOR OUT-ADVERTISES CLOSEST RADIO-PHONOGRAPH COMPETITOR 2 to 1!*



4Not all brands, other than RCA Victor, advertised both redies and abancoroubs in 1955.

We're backing you—and the fastest selling line in radio-phonograph history—with more sales-producing advertising than ever before

Twice as much newspaper linage in 1955 as its nearest competitor! More proof that year after year RCA Victor backs you with powerful advertising designed to do just one thing—sell more and more RCA Victor radios and "Victrola" phonographs—in your store!

RCA Victor advertising pays off! Proved by Billboard's annual survey of phonograph and radio sales among dealers who also sell records: out of 17 merchandise categories—RCA Victor led in sales in 11!

But you must do your part! Make sure you use this sales-producing advertising the right way. Let every possible prospect know your store is the place to buy the RCA Victor merchandise they hear about, read about, and see—everywhere they go. Tie in—and you'll cash in!

Top-Rated TV and Radio Shows Reach Millions Every Week!



MILTON BERLE — Mr. Color Television himself! 1 out of every 3 Tuesdays on NBC-TV.



MARTHA RAYE—alternates with Milton Berle on NBC-TV, 1 out of every 3 Tuesdays.



"PRODUCERS' SHOWCASE"— Shows like "Peter Pan" which drew over 65 million viewers!



DRAGNET—top-ranking radio show, one of the most popular programs of all time



MONITOR—most talked about radio show in years. Every weekend millions listen.

Top-rated magazines, newspaper supplements reach millions in mass and class markets.



No matter what magazines they read, customers can't miss seeing hardselling advertisements designed to send them into your store.

Practical sales promotion material that really promotes sales!



Bright window streamers, window displays that catch the eye; modern catalogue sheets, co-op newspaper ads—that snowball into sales!



New floor merchandisers help customers sell themselves.

Attractive displays that put RCA Victor radios and "Victrola" phonographs where customers can see them—and pick them up.

Sell RCA Victor-the line that backs you all the way!

Manuracturer's nationally advertised list prices shown, subject to change. Slightly higher far West and South, See Milton Berle, Marrika Raye on NBC-TV afternately, 2 out of overy 3 Tuesdays, Don't miss NBC-TV's spectacular "Froducers' Shorouser's in RCA Compatible Color and Black-and-White.





G-E Adds Two T-V Portables

... to broaden its line and continue its strong push for sales in today's competitive market; considers TV at "set for every member of family" stage

General Electric continues to run

with its TV portables.
At a recent New York showing the television receiver department added two new basic units, a 17-inch set and a 9-inch one, each in two versions, to an already strong line of 14-inch portable TV sets priced from \$99.95 to \$129.95

\$129.95.
The 17-inch model, weighing 32 pounds and priced at \$149.95, is already being shipped, Herb Riegelman, general manager of the department made known. Mid-summer is the target date for shipment of the 13-pound 9-inch units. They are expected to be raised at \$100 or less. priced at \$100 or less.

Each of the new screen sizes will be available in two models, one a twotone, the other a solid color. All sets are housed in aluminum cabinets. The 17-inch unit has 15 tubes, including a 90-degree aluminized picture tube. The 9-inch uses 13 tubes, including picture tube. Top controls are fea-tured on the latter set, side controls on the former. Each has a carrying handle and two fixed front supports, plus an adjustable rear support to permit changing of the viewing angle Printed circuits contribute to the light weight of both units. An attachable rabbit-ear antenna will be available for both sets at extra cost.

The tube complement of the "personal" set consists of 12 tubes, one tube-type rectifier, one selenium rectifier and five semi-conduction diodes. A conventional tuner, completely shielded, is used so that selectivity is virtually equivalent to that of larger

Portable Excitement. Announcement of the new sets came at a time when the industry was getting more excited over the sales potential of portable TV sets. RCA recently announced an 8½-inch portable that will sell for \$125. Emerson already is marketing a 14-inch set in competition with G-E's 14-inch line. Other manufacturers either have announced sets, intend to make them in the near future, or are still weighing the future

sales possibilities of portables.
Clutching hard at the big hunk of the market it has already carved out with its 14-inch sets, G-E finds justification for plunging ahead full steam.
As it celebrated the first anniversary

of the 14-inch receivers by adding two new sets, the firm could point to better than 250,000 portables made and sold

in less than a year. Television, finds sales manager Joseph F. Effinger, is "... following the pattern of radio" and "... has reached the era of a set for every member of the family."

How G-E attuned its marketing to this fact is crystallized in these comments of Jack Beldon, manager of mar-

"We try to figure out what cus-tomers want. We know we were right about the 14-inch line's sales power. We think we've hit it right again with our new 17 and 9-inch portable, both

in screen size and price."

It's apparent TV portables have become worth their weight in sales; that second and first-set portable sales will grow; that more manufacturers will offer portables in the near future.



ADMIRAL'S SURPRISES: A \$90 TV set . . . and a sun-powered radio.

Admiral: TV for \$90

Distributors and press get their first look at two surprising developments—a sun-powered radio and a 10-inch portable TV line with prices beginning at \$90

In recent months the radio-TV trade has been asking itself "what's happened at Admiral?"

Last month Admiral president Ross Siragusa came up with an answer.

In a New York press conference and during a Chicago distributor meeting Admiral reverted to the merchandising pattern it had exploited so successfully a few years ago: the firm unveiled a radically new product at a dramatically

low price.

The merchandise was a line of 10-inch portable TV sets. The prices began at \$89.95. For a moment at least it appeared to pull Admiral into a favorable position in the race to capture a major part of the rapidly developing personal portable market.
Admiral's announced competitors include RCA with an 8½ inch set at
\$125 and G-E with a 9-inch model (scheduled for summer introduction at somewhere near \$100). G-E also has a 14-inch set at \$99.

Obviously pleased at both the distributor and press reaction to his announcement, Siragusa agreed with an interviewer who wondered whether the firm's new TV line didn't provide an answer to skeptics who had been asking "what's wrong with Admiral." The question itself had been asked frequently in the TV industry in recent months and was the natural reaction when Admiral appeared to become "conservative" in its marketing. Sun-powered Radio. Actually, Sira-

gusa had two dramatic new products to show off last month. The second was a sun-powered tubeless radio now in commercial production. The sixtransistor portable is available with an optional "sun power pak" which converts the sun's rays into electrical energy. It is so sensitive that it can operate on overcast days. The radio will also operate on six flashlight batteries costing less than a \$1 combined. The radio is priced at \$59.95. The power pak (which Siragusa admitted seemed designed for rich Texas oilmen) will cost about \$175.

But Siragusa left no doubt that the lightweight TV set was the showstopper in Admiral's bag of tricks. It is only the first in a series of personal IV sets which by June will also cover 14 and 17 inch models. In the next 12 months Admiral hopes to sell 600,000 of these units. By mid-summer the firm will be able to turn out 5000 a day. Right now the line is limited to three models. The basic set is in charcoal and has no handle. An interim set is \$109.95 and an aluminum-cabinet model weighing only 16½ pounds will cost \$119.95

Why 10 Inches? Admiral's reasons for settling on a 10-inch tube in the race for the personal set business are obvious, Siragusa said. His engineers decided that the 10-inch tube was the smallest with which full size parts and components could be used to provide big set performance. "We have not big set performance. "We have not had to resort to miniaturization," Siragusa said.

Secret of the low price, said Siragusa, virtually completé automation.

Siragusa has big plans for the new During the remainder of the year he says the industry will sell 1,250,000 such sets and in 1957 sales will shoot upward to 4.5 million.

Floor Plan Help

Sylvania's radio and television division has acted to take some of the risk out of floor plan paper.

Under the new plan, losses arising from misappropriation, conversion or theft will be repaid to a great extent by Sylvania. Formerly these losses would have been charged to the financial institution or distributor, according to credit manager J. D. Collie.

The Sylvania executive said that the new plan "should increase the willingness of financial institutions and distributors to accept paper on sets." The plan does not include fire insurance and applies only to Sylvania merchandise.

POR

ssocial

Sales Trophy Presented



SALES CONTEST WINNER George LaMont Richards, right, president of the Western Supply Co., Salt Lake City, receives the "Charles Francis Adams, Jr., President's Trophy" for outstanding performance in the sales of Raytheon television and radio products during the company's "\$10,000 Year-End Bonanza" sales contest, R. J. McNeely, of McNeely-Clippinger, San Francisco, presents the award.

PORCELAIN ENAMEL makes appliances heat-proof!



This HEAT-PROOF finish makes appliances more SALABLE!





Your prospects are sold far more easily when the appliance finish is Porcelain Enamel, because you can prove to them that this material is best able to withstand household service and abuse. The customer wants to buy the appliance

that is heat-proof and fire-proof . . . particularly when it is the one which also provides the best resistance to stains, fading and scratching.

Porcelain Enamel, the LIFETIME FINISH, puts a lot of hard-hitting sales ammunition on your side. Use it!

THIS LABEL identifies genuine Porcelain Ename! surfaces on appliances and other products.

WHITE or COLORS -all permanent!

The handsome appearance of Porcelain Enamel in glistening white or decora-tor's colors will satisfy your customer for the lifetime of the appliance.

No finish is as SCRATCH-PROOF

Easily demonstrated, this practical advantage provides a dramatic sales

Won't RUST or STAIN

Ugly discolorations never trouble your customer or you.

This message sponsored by the Frit Division of the

PORCELAIN ENAMEL INSTITUTE, INC.

Associations Building, 1145 Nineteenth St., N. W. Washington 6, D.C.

PORCELAIN ENAMEL INSTITUTE, INC.

Associations Building, 1145 Nineteenth St., N.W., Washington 6, D.C.

(Check items des Please send me information about:

Please send me a free copy of:

Demonstration Kit Slide Film

□ "Selling Facts about Porcelain Enamel"
 □ "Prove for Yourself . . ." Booklet

Name_ Company.

Address

UHF Pleas Aired

Senate committee hears representatives of RCA, G-E, others tell of cutbacks; UHF sets seen in danger of extinction unless FCC de-intermixes markets

TV set makers are again telling a bearish story on the future of UHF television in testimony before Sen. Warren Magnuson's Interstate Commerce Committee communications hearings

hearings.

The Washington Democrat's subcommittee, studying over-all TV problems of UHF versus standard very-high-frequency and the small independent stations versus network control, has heard RCA, General Electric, and other manufacturers say they are having to cut back—and possibly may drop—UHF set production since the Federal Communications Commission's refusal to de-intermix UHF and VHF markets. (De-intermixture would give competitively weaker UHF stations exclusive telecasting areas.)

RCA's senior executive vice president, Elmer W. Engstrom, told the senators that UHF telecasting still is in the experimental stage and under some conditions doesn't give as clear a picture as VHF. Also, it is more expensive to transmit and receive.

Unless UHF is helped out by FCC and the removal of the excise tax on receivers, Engstrom said, RCA may start making VHF-only sets, even for color reception. Now, most color sets are made to receive either. RCA's all-channel set production dipped from almost 20 percent in 1954 to just over 15 percent last year, he added.

G-E's general manager, Paul L. Chamberlain, cited a similar drop, explaining that an all-channel set costs makers \$10 to \$12 more than a standard VHF receiver to turn out and may cost the consumer anywhere from \$20 to \$35 more for tuner and converter. Without an incentive to buy all-channel sets, the consumer forces the maker to concentrate on VHF.

RCA, G-E, and other smaller makers have suggested such steps as these to

correct the troublesome situation:
Removal of tax on all-channel sets,
FCC de-intermixture of markets, FCC
approval of higher power transmitters
and booster stations for UHF, and
sharing of technical knowledge and
experimentation between manufacturers and UHF telecasters to come up
with a better product.

Radio-TV Briefs

- Almost 1.2 million radios were exported by West German manufacturers in 1955. Slightly over three million radios were produced in West Germany during the year, a gain of 166,000 over the preceding year. The export figure rose 316,000 over 1954 levels. TV manufacturers turned out 330,000 units.
- Industrial designer Raymond Loewy has been retained by Westinghouse to design future TV lines.
- Ray-O-Vac is offering a dual purpose battery replacement guide and comparative side chart to dealers. The latter shows the new Ray-O-Vac numbering system (adopted from NEDA), the old Ray-O-Vac numbers and the numbering systems of other battery makers. The replacement guide specifies batteries for use in portables manufactured by 34 firms.
- Credit restrictions have hit the radio and TV industry in England. In March rules calling for 50 percent down payment went into effect but the industry had been hard hit by earlier restrictions. In January TV sales dropped 38 percent from December. New rules also have curbed renting of TV sets. Manufacturers are cutting back production as a result of the decline in sales.
- RETMA has urged the FCC to promptly repeal Rule 9 of its trade practice rules for the radio-TV industry. The controversial rule sets new standards for specifying picture-tube size. RETMA says that the new rule has produced confusion which defeats FTC's aim of giving the public more accurate information.
- Masters, Inc., one of the country's best-known discount houses, has announced plans for the opening of its first suburban branch. A store in Elmsford (in Westchester county) will be opened on October 1. Other branches are planned in New Jersey, Queens, Nassau and Suffolk counties.
- General Electric Co. has reduced the price on transistors for the third time within the last 14 months. The latest price cuts range from 22 to 53 percent on five different types of high frequency transistors.

Satisfied Customers_



CHIMP CHATTER makes satisfied customers out of two monks from Chicago's Lincoln Park Zoo. Zoo director R. Marlin Perkins uses his Crescent tape recorder for the purpose of keeping a sound-log for the zoo's archives of noises, sounds and calls of various animals.

TV: 10 Million a Year

That's what the industry will sell next year, Admiral president Ross Siragusa predicts; half of this volume will be in new lightweight personal receivers

By next year the TV industry will be selling 10 million sets a year and in the next five years sales will jump to 12 or 13 million units annually, of which six or seven million will be color sets.

Members of the American Bankers Assn. attending an Installment Credit Conference in St. Louis in April were told by Admiral president Ross Siragusa that next year's breath-taking sales pace will be due largely to the appearance of lightweight personal TV receivers. Half of the TV industry volume will come from such sets.

"By using printed circuits and

automation, extremely compact TV sets can now be made at only a fraction of the weight of the lightest conventional receiver," Siragusa pointed out. "Their cost will be appreciably lower than that of family size models."

During 1956 the industry will sell a minimum of seven million sets, Siragusa said, but he added that color sales would be limited to 200,000.

He said that the industry's future was bright because approximately 24 percent of wired homes do not yet have a set and about one third of sets now in use are at least five years old.

Another TV Casualty ...

. . . is registered as Stromberg-Carlson announces its decision to suspend production of TV sets; firm will continue to produce radio-phonos and hi-fi

The televison industry lost still another well-known brand name last month when Stromberg-Carlson suspended production of TV receivers.

The decision came after a year of study and was triggered by an acute demand for manufacturing space for other Stromberg-Carlson products. S-C president Robert C. Tait also admitted that the firm's policy of producing a "limited number of instruments built primarily for fine performance rather than price appeal" made it "especially difficult" to run

the radio-TV division on a profitable basis.

Stromberg-Carlson will remain in the consumer products business with a complete line of radio phonos and high fidelity equipment.

Other major casualties in the TV field in recent months have been Arvin (which gave up TV to concentrate on other lines). Stewart-Warner, and Sparton (which has become the Spartan division of Magnavox). Another brand lost its corporate identity when Magnavox purchased

A Sound Hobby



DO-IT-YOURSELF fan John Simmonds Jr., tests his new crystal set built with the latest Heath Co. electronics do-It-yourself kit. Heath has just added this item to its line.



there's nothing like



... Tempered, tough wire care gives "muscle" for more flexibility, longer life. . . . Insulation covering wire spiral seals out rust and humidity, improves air flow.

... Tough, colorful, hygienic plastic sleeve of high lustre; easily cleaned.

Here's a sure sign of quality on any vacuum cleaner . . . make sure the brand you handle has Dayton's revolutionary DAYFLEX, made by an exclusive process! All other vacuum hose becomes outdated and obsolete by comparison. Just see for yourself!

FEATHER LIGHT AND FLEXIBLE ...

DAYFLEX Vacuum Hose has instant consumer appeal because of its colorful, brilliant, easy-to-clean plastic sleeve. Every housewife immediately sees the advantages of its lighter weight, plus greater flexibility without loss of control. And Dayflex is tops in tests for abrasion-resistance and service life!

ADDS GLAMOUR AND SALES APPEAL!

NO vacuum cleaner is better than its hose. DAYFLEX has helped raise performance levels of many of the leading makes in the vacuum cleaner field, and through Dayton's national advertising more housewives learn why Dayflex Hose is a sure sign of quality.

Write the Vacuum Cleaner Hose Division of The Dayton Rubber Company, Dayton 1, Ohio for names of manufacturers using DAYFLEX, and full information regarding its impressive laboratory test results!

..the vacuum hose that clinches the sale!





By the world's largest makers of Vacuum Hose.

DAYTON RUBBER COMPANY . DAYTON, OHIO . WAYNESVILLE,

NATIONALLY

ADVERTISED

Sell and Install... THE ORIGINAL LUND-R-VEN

Increase **Profits** This Simple Way!



You can always sell a LAUND-R-VENT when you sell a dryer because LAUND-R-VENT completes the installation; outomatically carries lint and maisture to the outside, helps keep laundry room dry and clean. One minute's sales talk, a hand-some extra profit . . . it's as simple as that!

Complete Kits Ready to Install

The all-aluminum LAUND-R-VENT is weather-proof, The all-aluminum LAUND-R-VENTs weather-proof, rust-proof, freexe-proof. Automatic damper prevents down draft. Individually packed, or complete kits in 3" and 4" diameters which include one LAUND-R-VENT, piping, fittings and installation instructions. Choice of flexible ducting or

ASK YOUR JOBBER: Most jobbers carry LAUND-R-VENT kits. If your jobber can't supply you, write giving his same. We'll send you prices and literature at once.



COLE-SEWELL

ENGINEERING CO



NOW! NEW LOW PRICE on FLEXO-SPACE Self-Service Island

ANNOUNCING our new low prices on FLEXO-SPACE Self-Service Islands. Here is your opportunity to follow the trend of thousands of aggressive merchants and modernize your store with FLEXO-SPACE at a savings of 50% over competitive Islands. FLEXO-SPACE gives you Self-Service, Mass Display and 300% more Selling Space than one flat-type counter. Yes, in only 12½ Sq. Ft. of floor area you get 50 Sq. Ft. of selling space. Raise or lower the shelves every 2" within 15 adjustments. FLEXO-SPACE is a complete Island! Your customers shop on 4 sides from 5 large Self-Service shelves. FLEXO-SPACE has been "Tested and Proved" by thousands of retail merchants. New amazingly low prices on FLEXO-SPACE at almost 50% less than you expect to pay. Write for FREE catalog on FLEXO-SPACE and other Self-Service fixtures. Do it now—Today!

Mfgs. Write for special extra low prices

ADD SALES CO.

802 York St.



The BLUE BOOK OF AIR CON-DITIONING gives you information on TRADE-INS +

- 1. It lists all popular makes and
- It gives Trade-In values on used models
 What to look for in an Air Con-
- ditioner
 4. How to sell Air Conditioners
 (New & Used)

You Also Get The Facts On.

Cooling capacity • Filtering Heating • Installation

• Operation Reg. Price 15.00

Spec. Introd. Offer \$3.50 ea.

Make sure each salesman has a BLUE BOOK OF AIR CON-DITIONING.

NATIONAL APPLIANCE Trade In Guide Company 2130 Fordem Ave Madison 1, Wis.

Sentinel Radio although the Sentinel Color" television receivers. Window line will continue to be marketed. Sentinel distributors were told last month that the line will continue to be marketed through distributors. Headquarters of the firm will remain in Evanston and distributors were told Robert Parks. In the telegram, vice-president L. F. Cramer promised a sales program that would "enhance your market position and make the months of May and June record sales

months for you and your dealers."

At the peak of the TV boom there were probably 100 or more manufacturers but the list has thinned down to half that figure.

Helping Hand

Chicago TV station WNBQ last month completed its switchover to complete color telecasts of local programs. In the process, the station got a big boost from NBC's parent, Radio Corp. of America. The "Chicago Goes Color" promotion which resulted was the joint effort of RCA, NBC station WNBQ and the RCA Victor Distributing Corp., which distributes RCA Victor products in the Chicago area.

"Station WNBQ (is) the world's first station to telecast all its local live programs in compatible color," R. H. Coffin, RCA vice president, advertising and sales promotion, said. "We believe this is an extremely important milestone in the rapid progress of color television and we are giving it our complete support."

Extensive full-page newspaper advertisements and TV commercials saluted station WNBQ and showed the RCA Victor line of five "Big

displays with the theme "Spring Color Fashion Festival" were set up in approximately 20 Chicago department stores. In addition, RCA Victor color TV receivers were installed to receive regular network, local, and closed-circuit colorcasts throughout the downtown area.

Coffin said the stepped-up newspaper and TV advertising of color TV will continue in the Chicago area for the rest of the year.

Low-End Portables

Emerson Radio and Phonograph Corp. last month staked out its claim on the low-price end of the portable radio market.

The firm introduced a transistor portable (with three sub-miniature tubes and two transistors) to retail at \$28, a battery portable at \$18 and three-way portable at \$28.

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The addition of the low-cost transistor set brings to four the number of transistor radios being offered by Emerson. The life-span of the bat-teries in the new set is said to be ten times as long as those in the original Emerson "pocket radio" while the new set has five times the power output.

To Import Radio-TV

A new firm specializing in imports of radio, radio-phonos and related items has begun operations in New

Delmonico International Corp. is headed by Dr. Otto W. Brodnitz and Martin L. Scher, a long-time figure in New York distributing circles.

In the Groove_



GENERAL ELECTRIC ENGINEER Eugene Lemmers points to grooves in revolutionary new fluorescent lamp which provides double the light output of present tubes of equal length. Called the "Power Groove" tube, the new lamp achieves its gain in light output with no loss in efficiency and with no loss of units of light produced per watt consumed. G-E officials say that the new lamp represents a greater gain in light-per-foot than had been achieved by all similar improvements combined since fluorescent lamps were introduced 18 years ago. The greater light output results from an increase in area of lighted tube surface, higher operating wattage and more effective use of energy within the tube.



The new amazing **WEBCOR** MAGIC-MIND fonografs change speeds automatically!



HOLIDAY Cerenet. High Fidelity. With MAGIC MIND. Powerful amplifier, two large speakers, ceramic cartridge with 2 sapphire needles. Ebony or California tan. ONLY \$104.50°.

It's sheer magic! The new Webcor MAGIC MIND is the most amazing record playing mechanism since Webcor developed the first practical low-priced diskchanger!

Just stack up any assortment of 45 and 33½ rpm records you want to play . . . 7", 10", and 12", all mixed up in any sequence. Regardless of speed or size Webcor's MAGIC MIND automatically selects the proper turntable speed, and sets the tone arm down accurately on the starting groove!

SEE IT WORK! It's magic! At any of the Webcor dealers listed on this page!



MUSICALE Coronet. High Fidelity. With MAGIC MIND. Diamond, sapphire stylii. Three speakers for omni-directional sound! Beautiful hand-rubbed cabinet. Mahogany or Blande. ONLY \$164.95°.

Other Webcar outomatic fonografs from \$59.50 to \$275.00°
*Prices slightly higher West and Southwest.

Another WEBCOR First!



Watch this MAGIC MIND Speed Selector operate by itself on microgroove records! It automatically turns from 33½ to 45 rpm and back again, as each record comes along! (Plays 78 rpm records, too, of course!)

All music sounds better on a

WEBCOR

NO CUSTOMER

will even consider another fonograf once he sees

WEBCOR

fonografs with the

"Magic-Mind"

And why should he? At no extra cost... your customer gets the finest instrument on the market today... PLUS the MAGIC MIND—the greatest feature since the invention of the fonograf!

No other fonograf today has this automatic speed selector for microgroove records! It's the hottest ... most natural sales clincher you ever saw!

ADS LIKE THIS

with dealer listings
will appear in
PARADE
THIS WEEK
and
INDEPENDENT
SUNDAY
SUPPLEMENTS

Other ads to follow in SEVENTEEN HARPERS HIGH FIDELITY HI-FI MUSIC AT HOME ATLANTIC MONTHLY SATURDAY REVIEW OF LITERATURE

Match the NEW Youngstown Kitchens Jet-Tower Dishwasher with any other!

for PERFORMANCE

Every part of every dish, glass, utensil, pot, and pan gets vigorous Jet-Tower washing action! They all come out whistling clean. It's the kind of performance you offer customers with pride. The new Youngstown Kitchens Jet-Tower Dishwasher has been thoroughly tested—and is remarkably service-free.

for PROMOTION

Selling demonstrations reach 5 million women regularly on "Queen for a Day," NBC's most popular daytime TV show. Additional push on "Home" and "Feather Your Nest" builds the regular TV audience above the 9 million mark! And all this is in addition to constant advertising in national magazines, plus a big Promotion Package for you to use. Ask your distributor about it.

for PRICE

It's 25% larger, and washes complete service for eight—yet costs no more than smaller models! Put that in your sales pitch—and see how prospects go for it!

and PROFIT

FULL profit for you—at a low retail price that beats competition! The new Youngstown Kitchens Jet-Tower Dishwasher is a dealer's profit dream come true!

Director of Marketing, Your Dept. EM-556, Warren, Ohi		
TELL ME HOW I	CAN GET IN ON THE	PROFITS.
Heine	Street	A 1888 STATE
Na.ne	Street	



High-power Jet-Tower dishwashing action as seen in the Undercounter model.



Youngstown Kitchens Food Waste Disposer retails at only \$79.95. Top quality, packed with features that sell. Removable, reversible cutters double disposer life. Five-year parts warranty. Easiest installa-



Work-Level model. Racks glide out quietly, easily on nylon runners. Dish loading is a cinch.



Sold in the United States, Canada, and most parts of the world



FIRST PRIZE AWARD for the best household appliance poster of the year goes to George Kiewert (I.), advertising manager, General Electric Co., Louisville. Burton Cherry, president of the Art Directors Club of Chicago, presents the award.

Canada Tax Remains Static

But slight changes loom in profit-sharing plans, foreign ownership, pension schemes, convention expenses, tariffs and sales tax.

Canada's electrical merchandising trade is facing no large-scale tax cuts or new tax impositions in the year ahead as a result of the federal budget brought down in the House of Commons by Finance Minister Walter

But the budget revealed other tax changes as well as new policies of direct interest to the electrical trade, including provisions on profit-sharing plans, foreign ownership and control of Canadian companies, pension schemes, convention expenses, tariffs, sales tax and other changes.

There will be some changes in the tax treatment of proceeds from plans under which employers share their profits with employees," Finance Minister Harris told the House. "In future, under deferred profit-sharing plans, gains and losses resulting from investment portfolio transactions will be excluded in calculating the taxable portion. The dividend element in the income allocated to a member will be recognized for tax credit purposes. Also there will be postponement of tax liability for the first three years on amounts allocated to a member of a plan if the unconditional right to receive such amounts has not been assured to the member within this

Foreign Ownership. Of direct interest to the electrical trade is the declaration by Harris that in recent months there have been frequent references to foreign ownership and control of Canadian companies

"It has been suggested that a certain feature of our tax law may be discouraging the foreign owner from allowing Canadian participation in his

enterprise," he declared. "Under our law, the standard rate of tax payable by non-residents on dividends from Canada is 15%. However, the tax is only 5% on a foreign corporation if they own all the shares which, under circumstances, have full voting

This general provision in our law to which I have just referred," the minister continued, "has in many cases been modified by tax treaties with various countries in recent years. By amendment to our treaty with the United States six years ago, the per-centage ownership required for the 5% rate was reduced from 100% to 95%. For some time, we have had this item on our agenda for discussion with the United States Administration, and toward the end of last year the question of a further reciprocal lowering of the percentage ownership requirements was proposed.

"I have reason to hope that this proposal will be acceptable to the United States," he forecast.

Other Provisions. The minister also revealed that the Tariff Board of Canada will be enlarged from three to five members and that one of the coming probes by the Board will be a group of items relating to the radio and television set field.

Other changes include allowing convention expenses to be deducted from taxes for two conventions annually in Canada; also removal of sales tax on certain machinery and apparatus, and the imposition of a special excise tax of 20% on the value of advertising in non-Canadian periodicals now circulating in Canada, effective Janu-

Judy Opens Campaign New EM Editor

The electrical industry's LIVE BET-TER . . . ELECTRICALLY program was formally introduced to consumer audiences on April 8 with a special Judy Garland spectacular television show over the CBS-TV network.

Following the April 8 telecast, fourcolor consumer advertising spreads are scheduled for Life, Saturday Evening Post, Look, Woman's Home Companion, McCalls, Good Housekeeping, Better Homes & Gardens, American Home, Living for Young Homemakers, and Sunset

LIVE BETTER . . . ELECTRI-CALLY is the theme of the electrical industry's first industry-wide, mass-market development program. It is aimed at increasing the use of electricity in the home by emphasizing the benefits of electrical living.

Ad Awards Given

Four appliance-TV manufacturers captured five of the awards given this year by the Associated Business Publications in their seventh annual competition last month. The awards were presented in New York City on April 18 to Lewyt Corp., Motorola Inc., Telechron Timers division of General Electric Co., and the television divi-sion of Radio Corp. of America.

In addition, United States Steel Corp. captured a special award for promoting the effective use of merchandising paper advertising by manufacturers of consumer products made with steel . . . and for its imaginative use of the medium in merchandising a series of sales-stimulating retail promotions.

Motorola Inc. took tow awards, one for an ad to increase Motorola's share of the entire portable radio market by 5 percent and the other for one to introduce a new line of portable radios.

Lewyt Corp. won its award for an ad to impress the new features of the Lewyt cleaner on distributors, dealers, and salesmen.

Telechron won for stimulating the use of dealer merchandising on a broad scale.

Radio Corp. of America took its award for announcing impressively a new line of the advertiser's product.



HARRY M. GRAYSON, JR. has joined the staff of ELECTRICAL MERCHANDISING as assistant editor. A graduate of Colum-bia University's Graduate School of Journalism," he has also been associated with editor of "Pacific Stars & Stripes" in Tokyo and special projects editor of "Bar-Journal." He has also been associated with the McCann-Erickson Advertising Agency in New York City.

People

C. V. McConnell Dies

Cleveland V. McConnell, a former vice president of the Tappan Stove Co. and a member of the board of directors at the time of his death, passed on in Mansfield, O., March 25 following an extended illness.

President Named

K. L. (Ken) Bishop, general sales manager of V-M Corp., Benton Har-bor, Mich., for the past eight years, has been named president and general manager of Bell Sound Systems, Inc.

Manager Retires

Herbert Metz, eastern district manager, trustee, and member of the executive committee, retired this month after 42 years of service with Graybar.

Blash Dies



RUDOLPH F. BLASH, 70, who founded the Webster-Chicago Corp. more than 40 years ago, passed away April 3 of a heart attack at his home in Ft. Lauderdale, Fla. Funeral services were held in Chicago.

New Nelda Books

The new, revised 1956 edition of Electrical Living, the "standard" appliance catalogue published bi-annually by Nelda Publications, Inc., is now being delivered to dealers.

In addition to containing the full lines of over 300 top appliance manufacturers, this new spring-summer edi-tion emphasizes such best-selling seasonal merchandise as air conditioners, fans, dehumidifiers, lawn and picnic equipment.

Many new merchandise categories and manufacturers have also been included for the first time in the revised 1956 Nelda Master System.



YOU CAN SAVE the cost of an extra man because one man and an Easload can handle any appliance easily and safely with its load balancing design and slide runner frame. And your appliance is always protected on the rubber

CESCO MODEL

A lightweight appliance truck with ratchet cincher and strap, rubber covered sled runner, tube steel frame. Handles 600 lbs. Low priced at \$39.50



covered Easload frame; it is strapped in place and cinched tight with built-in ratchet cincher. Wheels have 10 x 2.75 cushion tires. Toe plate has two small rubber wheels. Frame is all welded steel. Handles 800 lbs. with ease.

Order yours today on a money-back guarantee of satisfaction . . . \$53.50
F.O.B. Los Angeles

COLSON EQUIPMENT & SUPPLY CO.
1317 Willow Street, Los Angeles 13, California

EASLOAD APPLIANCE TRUCKS

FREE BOOKLET on New PREMIUM STUDY



16 Page Booklet tells you 18 different ways to use PREMIUMS in your business as Self-Liquidators and Traffic Builders that will move more merchandise and increase your sales!

For your FREE copy write to: "Bud" Shankin, Director of Sales, Premium Division, Dept. PM



an electric housewares manufacturer

with wide distribution is interested in adding to his line electric or non electric items now in production which could be marketed under his own trade name. Will also consider products in development stage or units in finished form though presently unmarketed. Write

BO-1312, Electrical Merchandising 330 W. 42 St., New York 36, N. Y.

New Positions







ALLAN G. WILLIAMS



DAVID H. KUTNER

3



J. B. ANGER



CHARLES P. LLOYD

Motorola, Inc.—In a major realignment of functions in the company's consumer product marketing organization the following promotions and appointments have been announced. S. R. Herkes has been appointed vice president in charge of sales and Allan G. Williams general sales manager. David H. Kutner, formerly director of

advertising was named merchandising manager, and J. B. Anger appointed to the newly created post of national radio sales manager. Charles P. Lloyd has been named to the newly created post of national TV sales manager. Other appointments include John W. Carroll, as Chicago branch manager, and T. H. Ellis, special accounts manager.



AUSTIN R. RISING



SOL GOLDIN



LINCOLN M. LARKIN

Whirlpool-Seeger Corp.—Austin R. Rising has been promoted to the new position of director of consumer relations. Sol Goldin has been named general manager of the range

division, and Lincoln M. Larkin to a like post for the air conditioning division. George T. Stevens has been named director of merchandise development.

Admiral Corp.—Richard J. Himmer has been named regional manager-appliances in the following cities: Bangor, Me.; Boston and Springfield, Mass.; Hartford and New Haven, Conn., and Providence, R. I. Hobart W. Scott takes over with a like title in Dallas, Houston, San Antonio, Tex.; Albuquerque, N. M., and Oklahoma City, Okla.

Servel, Inc.—E. A. Nash, has been appointed manager of appliance distribution development and Robert B. Robinson named special assistant to the vice-president in charge of home appliance sales.

Amana Refrigeration, Inc.—Angus T. Shearer has been named sales manager of the firm's newly established Memphis region. Sherry Rabus has been appointed a field home economist for the Omaha, Minneapolis and Kansas City regions.

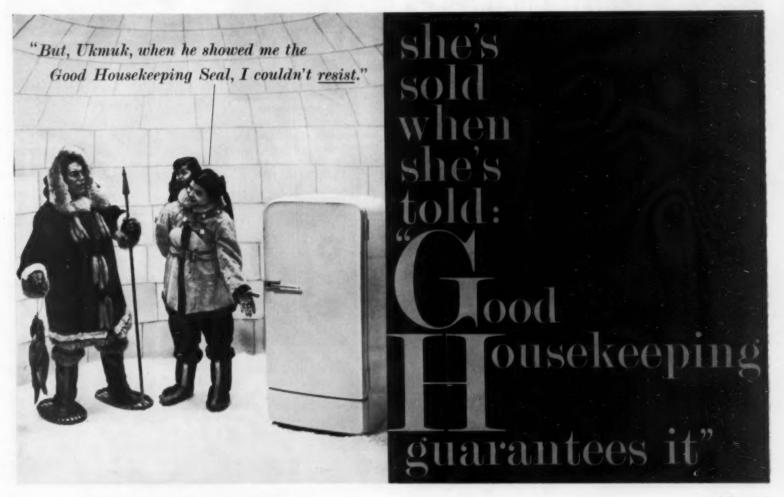
Oster Mfg. Co.—Bob Peterson has been appointed to head the company's newly opened Chicago sales office.

Republic Steel Kitchens—Roger W. Pankonie has been named manager of dealer development. Pankonie was formerly district sales representative in the Minneapolis area.

How to use applied science to sell appliances

It is a fact that Good Housekeeping constantly opens new markets for electrical appliances. New ideas first see the light of day on Good Housekeeping editorial pages. Once we approve them, show them and praise them... women want them! Over the years... Good Housekeeping has started buying trend after buying trend for the American appliance manufacturer.

And because we have so often been first with the new...women turn to us first, for the new. That's why Good Housekeeping is the most logical selling medium for appliances. For the first rule of scientific selling...is to be where the interested customer is! What's more, as Ukmuk down there has just learned, women can't resist products with the Good Housekeeping money-back Guaranty Seal. In fact, 31,000,000* women are influenced by the Seal when they buy! *Crossley survey; urban women.



NEW WIRELESS INTERCOMS

opens new markets for dealers



NO INSTALLATION - NO WIRES ... JUST PLUG IN AND TALK!

Developed along the same sparkling designs that established their leadership in wired intercoms, the Fanfare new wireless line-for home (baby sitter, too), office, and industry-is sure to further increase your dollar volume and profits.

model FW-20 (top): standard—ebony black cabinets, antique gold panels; 2-station system: \$79.50 list

model FW-20D (left): deluxe brushed brass cabinets, white panels; 2-station system:

Write today for catalog FX-106, and other Fanfare sound products and name of nearest distributor.

FANON ELECTRIC COMPANY, INC.

manufacturers of Fanfare Sound Equipment 150-09 South Road, Jamaica 33, N. Y.-AXtel 7-7700 CANADA: Active Radio & TV Dist., 58 Spading Ave., Toronto

PARTS SHOW: booth 789 and room 603-Conrad Hilton Hotel

A Jewel of MECHANICAL PERFECTION LOCKLEY MACHINE COMPANY STEMASTER DIVIS

Please send literature on the easy-to-sell Wastemaster.



A few territories are still open to kitchen dealers who can qualify, or to established dealers interested in getting into the profitable kitchen busi for the valuable Kitchen Maid franchise-

- ...including these sales advantages!
- A high-quality line advertising and acof wood kitchens in estural wood, several colors or white.
- modate all popular makes of built-in ap-· New Shadow-Line styling that's way and making many program for your program for you and your salesmen.
- Kitchen Maid is the best known name in the local level.

new friends daily.

and sustained by e Friendly factory co-national magazine operation.

tive promot

Your Territory May Be Open Write on your letterhood for factal



KITCHEN MAID CORPORATION 763 Snowden St., Andrews, Indiana

New Positions



H. R. BRYANT



C. W. PAULSON

Westinghouse-H. R. Bryant has been appointed sales manager for Westinghouse refrigeration specialties, and C. W. Paulson, manager of the company's room air conditioner department.



FRED SELLMEYER

American Pfaff Co.-Fred Sellmever has been elected president of the company to succeed Louis Auerbacher, Ir., who becomes chairman of the board.



B. F. OSTERGREN, JR.

Siegler Corp.-B. F. Ostergren, Jr., former southeast district manager, has been appointed sales manager of the corporation's home heater division. An additional executive appointee is R. W. Schmitt, named assistant sales

Schick, Inc.-Ronald E. Helms has been appointed assistant sales man-



Norge Div., Borg-Warner Corp.-Harry G. McDavitt has been appointed conventional washer sales manager. McDavitt comes to the company from Apex Electrical Mfg. Co., where he served as advertising and sales promotion manager.

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Magnavox Co.-Dan R. Cavalier has been appointed sales promotion manager. Cavalier comes to Magnavox from ARF Products, Inc., Chicago, where he was national sales manager.



RICHARD R. AVERILL

Crosley-Bendix Div., Avco Mfg. Corp. -Richard R. Averill has been appointed merchandising manager for



ELLIOT M. NESVIG

Jefferson Electric Co.-Elliot M. Nesvig has been appointed general sales manager. Nesvig comes to the com-pany from General Electric.

Address

SUMMER MARKET

CENTER OF THE WORLD'S
GREATEST CONCENTRATION
OF HOME GOODS BUYERS

June 18-28

WRITE FOR ADMITTANCE PASSES, MAKE HOTEL, TRANSPORTATION PLANS TODAY

AMERICAN FURNITURE MART

666 LAKE SHORE DRIVE CHICAGO 11, ILLINOIS



SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Quick. Easy. Cuts cost. For gas refrigerators, washers, driers, heatars, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.



A Heater You Can Trust! HOT WATER FAST!

Simply plug into any light or wall socket and put the heater into any container, up to wash tub full. That's all! Over 1 million in use. Weighs 1 lb., 2 oz. (110 volt AC or DC). 7-foot, heavy-duty, rubberized cord. Bright nickel chrome finish. Attractively packaged in cardboard box. Colored label shows heater and list price to assist dealer sales. 1-year guarantee against defective workmanship or material. Has many uses: Laundry, bath, shaving, warming baby's milk, sterilizing bottles, heating canned foods, etc.

ideal for homes and farms not having any other good way to heat water fast and conveniently.

ONLY \$5.95 LIST

DISTRIBUTED THROUGH JOBBERS ONLY
Write for Literature,
Naming Your Jobber

G. L. ELECTRIC CO.
20725 Harper
Detroit 36, Mich.



Make friends with your customers

	ingabout or W	Labannar
Model #	-Make-	
Refrigerator	□ Freezer	□ Dryer
☐ Range	☐ Washer	(specify)
NAME		
ADDRESS		
CITY		
ZONE	STATE	

You sell the appliance on your show-room floor, but when you deliver it, you sell yourself. So if you want your customers to remember you with pleasure, do a professional job on every delivery. Protect appliances such as ranges and refrigerators with Webb Slingabouts. They guard the appliance against bumps and scratches, spare customers' paint and woodwork. Webbing handholds help men maneuver appliances smoothly into place. For further information about Slingabouts (water - repellent canvas jackets lined with soft flannel), fill in the coupon opposite.



SLINGABOUTS For Radio, TV, Air Conditioners, Topper For Top Distributor



COMEDIAN Herb Shriner presents winner's plaque to William Schmidt, president of Crest Corp., St. Louis, Mo., named Geneva Kitchen distributor of the year during annual distributor sales conference. Onlookers, F. E. O'Connor, (left) general manager, Geneva, and D. R. Barber, sales manager, share the spotlight.

Distributor News

GENEVA KITCHENS

A surprise visit from television comedian Herb Shriner, highlighted the 10th annual Geneva Kitchens national distributor sales conference held recently in Geneva, Ill. Distributors in attendance at the meeting combined business with pleasure, were shown new products, conducted on a tour of the Geneva plant, and entertained at an award dinner.

Climaxing the dinner top dealer and distributor awards for 1955 were presented. "Kitchens by Bobbitt", a Memphis, Tenn., dealership was honored as winner of Geneva's "Dealer of the Year" competition. Top distributor honors went to the Crest Corporation of St. Louis, Mo.

ELECTRONIC EQUIPMENT AND ENGINEERING CO.

The company, wholesale distributors in the Corpus Christi, Texas, area, recently celebrated the tenth anniversary of its founding with an openhouse party. Dealers attending the party were shown a display of the complete line of products handled by the company, each with a factory representative in attendance to explain finer points of a particular product. Following supper a panel discussion was conducted on the future of television in the Corpus Christi area. Company spokesmen indicated the anniversary activity was a complete success, with dealers attending from areas more than 100 miles from Corpus Christi.

NORGE CHICAGO CORP.

Charles Hakimian, president of Norge Chicago Corporation has announced purchase of a 50,000 square foot building situated on a 10-acre tract of land in River Grove, Ill.

Since its formation on December

1, 1955, Norge Chicago has maintained temporary headquarters in the Merchandise Mart. Purchase of the new building was made to consolidate all warehousing, executive and sales administrative operations in an ultraconvenient location for dealers in the 16 Illinois and 5 Indiana counties which surround metropolitan Chicago.

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Occupancy of the new facilities is scheduled for early May.

PERSONNEL APPOINTMENTS

Graybar Electric Co.—Wayne J. Berry, (manager, Southeastern district); J. H. Pearson, III, (branch manager, Memphis, Tenn.); D. B. Eardley, (branch manager, Salt Lake City, Utah); R. K. Charles (operating manager, Denver, Colo.).

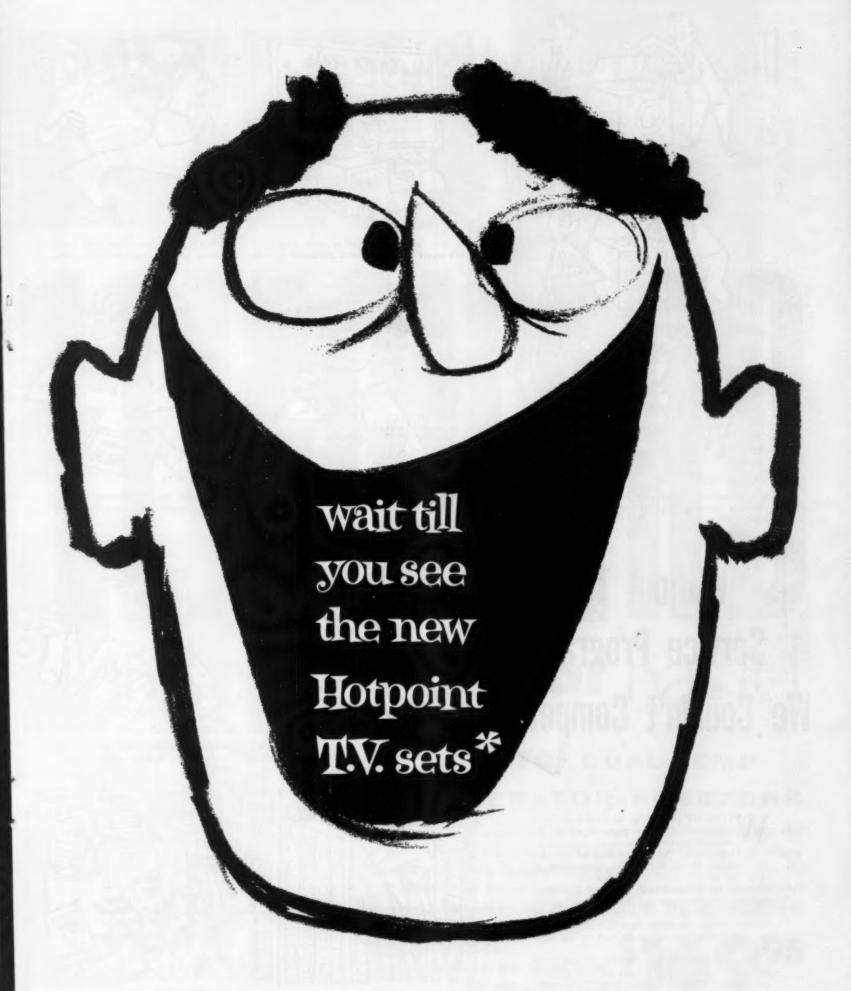
Krich-New Jersey, Inc., Newark, N. J.

—Gene Cabot, (district manager,
Essex and Union counties); E. F.
Rodgers, (district manager, Mercer,
Monmouth, Ocean counties).

Golden Anniversary



GOLD Toastmaster toaster commemorates 50th anniversary of W. G. Steltz, Sr., with Philadelphia's Supplee-Biddle-Steltz Co. President Steltz (right) received toaster during his firm's 7th Housewares Fair from Scott Rexinger, housewares sales manager for the Toastmaster Div., McGraw Electric Co.



*Premier showing at Summer Furniture Market, June 18-29, Merchandise Mart, Chicago. Hotpoint Space 1120, Hotpoint Co. (A Division of General Electric Co.)



EVERY appliance buyer gets three demonstrations from Alabama Home Supply, one during the sale, two after installation.



ADS stress service as much or more than sales. Firm's recent TV show showed servicemen at work.



SPEED is part of service program. Servicemen even go out on night calls.



PAY for servicemen is high—a straight salary plus 10% bonus on collect calls, 5% on charge calls.



STANDARD charge for service (\$4.50) means everybody gets same treatment.

"Without This Service Program We Couldn't Compete"



GUARANTEE is given for all service work—30 days on firm's workmanship plus one year on parts.



SERVICEMEN are trained veterans, at-

ITHOUT the nine-point service program illustrated on this page, says W. E. Krechel, he couldn't survive.

In Montgomery, Ala., where Krechel operates the Alabama Home Supply Co., competition is stiff. But he gets a better than fair share of the business. He allows are sayed 200 West. business. He sells an average of around 200 Westinghouse Laundromats and 50 dryers annually—almost 25 percent of his entire \$200,000 sales volume-largely because of the service he offers. He has nine trained servicemen to back up his three

"Service is the only salvation for the appliance business," he declares. "I don't see how a dealer can operate without it. I have been in this appliance business for 28 years and I have yet to find any other factor more important."



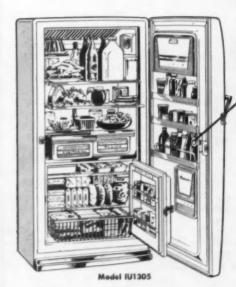
PARTS inventory worth \$5,000 means store can supply any washer part without delay to the customer.



TRADE-INS amount to 15% of sales, resell easily because of service program.

New safety feature helps you sell!

-and only Admiral has it!



Admiral DUAL-TEMP

Here is the biggest contribution to home safety in the refrigeration industry in years—Admiral's exclusive LIFEGUARD. It's an exclusive new release that allows the door to be opened from the *inside*. Because it's luminous, the LIFEGUARD Door Release is visible even in the dark. Every family with children will appreciate this *important* safety feature. And *only* Admiral has it!

SELL ADMIRAL
REFRIGERATORS from only
(Model D800 in choice of colors)

\$169°5

Admiral -Puts the Bright New Look in Products · Promotions · Profits!

ELECTRICAL MERCHANDISING-MAY, 1956

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Marketing Briefs

· Hoover is offering a bonus amounting to three percent on all dealer purchases of special products (except steam or dry irons) for the three month period ending June 30. Spe-cial advertising will be scheduled and dealers will be furnished with point of sale displays and other promotional

· NEMA's electric house heating equipment section has just released a full color sound slide film telling the

story of electric home heating. The complete film package including an 18 inch record, the film, and 100 consumer booklets will sell for \$15. special introductory price of \$12.50 is currently being offered, however.

• Jet-O-Mat Co. has reduced the price of its Duncan Hines coffeemaker to \$29.95. The firm has absorbed the entire \$5 price cut and full dealer and distributor margins will be main-

Distributors Appointed

Bendix TV-F. P. Pursell, Scranton, Pa. Capehart-Farnsworth Co. - Rubinger-McAllister Corp., New York, N. Y. Chambers Ranges, Inc.-Leone Lumber and Supply Co., Glen Rock, N. J.; Sherman's Indiana Supply Corp., Whiting, Ind.; Hoffman Sales Division, Los Angeles, Cal.; Miller Supply Co., Broadview, Ill.; Goldman-Feder, Inc., Queens, N. Y. Coleman Co., Inc.—Eckles Distribu-

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tors, Jacksonville, Fla.

Du Mont Labs, Inc., Allen B.-American Motors Sales Corp., Dallas, Tex.; G & W Distributing Co., Phoenix, Ariz.; Hynes Brothers, Inc., Washington, D. C.

Eureka Williams Corp.-E. J. Gustafson Co., Sioux Falls, S. D.; R. B. Wall Co., Wilkes-Barre, Pa. Gibson Refrigerator Co.—Associated

Merchandiser's, Inc., Salt Lake City, Utah; San Joaquin Distributing Co., Fresno, Cal.; Larson Co., Fargo, N. D.; Nash-Steele-Warren Inc., Raleigh, N. C.

Hamilton Mfg. Co.-Lewis Bear Co., Pensacola, Fla.; John E. Amberg Co., Seattle, Wash.; Onthank-Harrison Co., Omaha, Nebr.; Appliance Distributors, Billings, Mont.; National Sales Co., Rochester, N. Y.; Appli-ance Distributors, Inc., Oklahoma City, Okla.

Hotpoint Co. - Hotpoint Appliance

Sales Co., Grand Rapids, Mich. Landers, Frary and Clark-Tom Holloway Distributing Co., Memphis, Tenn.

Manitowoc Equipment Works-Bry-Leen Enterprises, Kenmore, N. Y.; Franklands, Jackson, Tenn.; Georgia Distributors, Atlanta, Ga.; Rye Wholesalers, North Little Rock, Ark.; Ryan Distributing Co., Menlo Park, Cal.; Wm. Lawrence Sales, Inc., Lebanon,

Motorola, Inc.-Harwell Distributing Co., Chattanooga, Tenn.

Republic Steel Kitchens – Builders

Wholesale Corp., East Liverpool, Ohio; Kitchen Kraft, Inc., Columbus, Ohio; Major Distributors, Inc.; Oklahoma City, Okla.

Revco, Inc.-Al Jennings Co., Phoenix,

Raytheon Mfg. Co.—Speed Queen Atlantic Co., Long Island City, N. Y. Sonora Radio & Television Corp.— Appleton Radio Supply Co., Appleton, Wisc.; Washington Wholesalers, Washington, Pa.; Western Republic Co., Denver, Colo.; Missco, Inc., Oscelo, Ark.; Louisiana Wholesale Distributors, Alexandria, La.

Viking Air Products-Olympic of New Jersey, Newark, N. J.

Whirlpool-Seeger Corporation-Interstate Supply Co., St. Louis, Mo.; Ohio Appliances, Inc., Columbus,

The Loudspeaker

To the Editor:

I reviewed very thoroughly the March issue of Electrical Merchandising and can make the statement that the built-in appliance area is excellently covered, especially the built-in electric ranges. We were pleased to note that Thermador Bilt-In Ranges were well represented in illustrated form. Naturally, we look with pride on the development of the built-in appliance field since Thermador, the originator of the Bilt-In Range, can take some credit for the inspiration and development of the idea. Then, too, we were very disappointed when we reviewed the sec-tion which listed the various brands of built-in ovens and cooking tops and noted that A. J. Lindemann & Hoverson, manufacturers of the L&H "Custom-Bilt" Range and our subsidiary, were completely eliminated from the listing.

L&H has been manufacturing the Bilt-In Range since late 1949 and after Thermador was one of the major manufacturers and promoters of the Bilt-in Range. L&H has a number of models in its line, not only in stainless steel but also in color.

Then, too, Thermador was listed "Norris-Thermador" which is incorrect. Norris-Thermador is the name of the parent company of which Thermador Electrical Mfg. Company is a Division.

Also, under cooking tops, 15 models were originally listed when in actuality we have 16 models. Model SU4B 4-element in-line unit was omitted in your article.

> Anthony A. Celio Sales Promotion and Advertising Manager, Norris-Thermador Corporation, Los Angeles 58, Calif.

MERCHANDISING

SUPPLEMENT

Products, Services — For More Sales, For More Profits

ADVERTISING RATE:

\$23.10 per inch insertion. Contract rate on request. An advertising inch is measured vertically %" on one column. There are 4 columns—48 inches to a page.)





Many Dependable Buys are to be found in this Section



ONCE IN A LIFETIME OFFER! PROFIT PROVEN YACUUM CLEANER NEWSPAPER AD MATS

COMPLETE PROOFS MATS-READY TO USE!

JUST WHAT YOU HAVE BEEN LOOKING FOR WRITE FOR FREE PROOF FOLDER
EDER VACUUM CLEAMER CO.
13347 Livernois, Detroit 38, Mich.
The Largest Vacuum Cleaner Rebuilder and Parts Co. in the Midwest

Roll 'em with ROLL-OR-KARI DUAL TRUCKS



The safe, easy and quick way to handle appliances.
Patented Step-On Lift — Retractable wheels. Cap. 1,000 lbs. Ship. wt. 45 lbs. equipped with fixed wheels.

wheels.
DE LUXE MODEL with swivel wheels at an end.

Write Dopt. B

ROLL-OR-KARI CO

SEARCHLIGHT SECTION

"OPPORTUNITIES"

ADDITIONAL LINE WANTED

adian distributor, well established, with excellent dealer organisation, desires litional lines sold to appliance and television dealers, hardware stores, sporting is shops. Interested only in bona tide manufacturers—so "one-shot" promoters, se. Reply to

RA-1411, Electrical Morchandising, 330 W. 42 St., New York 36, N. Y.

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NEW ELECTRICAL PRODUCT TO MANUFACTURE AND MARKET

well octabilished, medium size, independent manufacturer of electre mechanical devices. Has national distribution through fingent hardware, electrical distributors, department store, mail order beaute, interested in new graduct to make and market, Basis outright sale or reyalty.

ELECTRICAL MERCHANDISING 330 W. 42 St., New York 36

330 W. 42 St., How York 36, N. Y.

New Advertisements

eceived by May 15th will appear in June Issue, subject to space limitations.

Address copy to the Classified Advertising Division Electrical Merchandising 330 West 42nd St., New York 36, M. Y.

144 RAZORS \$400

72 Women "Hairemover" and 72 Men Taylor Made A.C. Dry Electric Razer. Postpaid.
"National Directory of 2500 Discount Deniers"
66 pages free with purchase.
MAX SALTZMAN
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North Hollywood, Calif.

The Full-Line Concept



LAURENCE WRAY

w our continuing effort to assess the business future of the independent appliance-radio-TV dealer, we are forced time and again to shift our attention to the dizzying changes taking place at the manufacturing level. Obviously, the pattern of production sets the pattern of distribution at both the wholesale and retail levels. In the post-war years alone, we have seen hundreds of small manufacturers give way to a score or so of "giants"; we have seen an impressive number of independent distributors taken over by factory-operated distributing branches; we have witnessed the rise of wholly new distributing mediums -transshippers, discount and catalog houses, chains, supermarkets and contract builders-and we have seen a growing tendency for many manufacturers to acknowledge the importance of many large retailers by selling them direct. We have also felt the impact of the "full-line" philosophy dominating major manufacturers and having a definite tendency to permeate all levels of the industry.

This, perhaps, should all be self-evident when one considers the intense competitive struggle being waged at the top level of production—comparable to the strikingly similar struggle waged years before in the automotive industry. The parallels are not exact, of course, but they serve to illustrate a definite trend in our own industry. Remember those guessing games about autos we once knew? Pierce-Arrow, Locomobile, Stearns-Knight, Overland, Dort, Cord, Flint, Maxwell, Moon, Marmon, Hubmobile, Jordan, La Salle, Stutz, Durant, Winton—the list is endless. Mergers, acquisitions, bankrupteies, all the sudden deaths that can come to once-prosperous enterprises, came to many a company in the automotive business.

It is happening in our business, too. We don't have to go back many years to note what is happening and, in case you may have forgotten, we jotted down some of the changes for the record. They make interesting reading. No attempt is made to follow any chronological order—merely to remember a few of the striking changes that have taken place at the manufacturing level in our industry.

The most noteworthy, of course, was the recent merger of the Whirlpool Corp. with the Seeger Refrigeration Corp. and the Estate Range division of RCA (originally acquired from Noma). The subsequent demise of the appliance division of International Harvester Co. brought the new combine a spanking new freezer, refrigerator plant and some new distribution. At about the same time, the Deepfreeze division of Motor Products Corp., decided to call it quits, leaving one of the industry's greatest generic trade-names out of business. Avco Corp., which acquired Crosley and American Kitchens, also bought Bendix, the first name in automatic washers. Bendix, as a full-line name, however, died a-borning. We have to skip around here. Nash-Kelvinator bought the Altorfer Bros. Co. (ABC washer business); Murray Corp. bought the Easy washer interests; Philco bought out Dexter; F. L. Jacobs quit; Thor was taken over by the financier Maremont and quit production, though units under the Thor name are produced by Bendix; Hupp Corp. recently ac-

quired the Gibson Refrigerator Co., Perfection Stove and Typhoon air conditioning.

Borg-Warner recently added the York air conditioning business to complement Norge full-line appliance business; Cory Corp. bought Mitchell Mfg. Co., makers of air conditioners; Magnavox acquired the Sparton and Sentinel trade-names by purchase; I.T.&T. acquired Coolerator, Capehart and Farnsworth, merged the latter two and then re-sold the Coolerator business to the McGraw Electric Co., which had already added Swartzbaugh (Everhot) to their Toastmaster line. Prior to that Mc-Graw had added both Manning-Bowman and Bersted to his stable. General Mills and Yale & Towne, two postwar comers in the small appliance business have called it quits as did Nesco (bought by Wolfson's N. Y. Shipbuilding Corp.). Landers, Frary & Clark disposed of their major appliance business to Universal Major Appliances and they (Universal) are now about out of business. Another financier, Titus Haffa, bought Dormeyer, Camfield and Webster-Chicago and they are still going

American-Standard merged with the Youngstown kitchen division of Mullins; General Dynamics bought Stromberg-Carlson and took them out of the TV business; Penn-Texas bought Hallicrafters; Chicago Electric bought Silex; Maytag bought Globe-American Stove; Kalamazoo Stove quit; Thermador bought Lindemann & Hoverson, Welbilt Stove bought Detroit-Michigan Stove; Stewart-Warner sold its refrigerator business to Admiral; ditto Fairbanks-Morse to Philco; Carrier bought Bryant Heater; Westinghouse bought Sturtevant; CBS bought Air-King; Arvin quit TV; Tele-Tone and Tele-King have disappeared; Roto-Broil took over Samson-United; Geier sold Royal and so on and so on . . .

 ${f B}$ ur despite all these mergers and consolidations, there still exists a strong group of independent manufacturers of specialty lines-Maytag, Hoover, Eureka, Lewyt, Motorola, Zenith, Ironrite, Amana, Hamilton, Hobart, Fedders-Quigan, Carrier, Sylvania, Dominion, Knapp-Monarch, Raytheon, Revco, Manitowoc, Quicfreeze-are but a few of the names that come to mind. Nor is there any present indication that the newer, full-line combinations will materially affect the business future of the independents. The reason is not hard to find. The full-line concept is still largely confined to the manufacturer, and to a lesser extent to the distributor level. A sprinkling of dealers have embraced it, but because many manufacturers are reluctant to grant exclusive franchises for given territories, dealers are wary of jeopardizing their business future by tying up to a single source of supply. Besides, they have been traditionally loyal to a variety of brands and see no reason for scrapping a satisfactory experience for an unknown quantity. Until the manufacturer, full-line or independent, realizes that the dealer wants the protection of a firm franchise for his particular bailiwick, he will command no loyalty. The manufacturer has wanted to remain free to make deals, to keep his retail distribution flexible. But, in common sense, he has to recognize that the dealer reserves to himself the same degree of flexibility.



"We sell more <u>wringer</u> washers than automatics!"

...says Lou Hoechstetter, Hahn Furniture Co.—one of Pittsburgh's top retail home furnishings chains

Mr. Hoechstetter tells why:

"We sell more wringer washers than automatics because more people can afford them," says Lou Hoechstetter, buyer for the Hahn Furniture Company's five stores in Pittsburgh. "And we like to feature wringer models because they have a greater initial mark-up. And the net profit is greater, too. There's no installation cost.

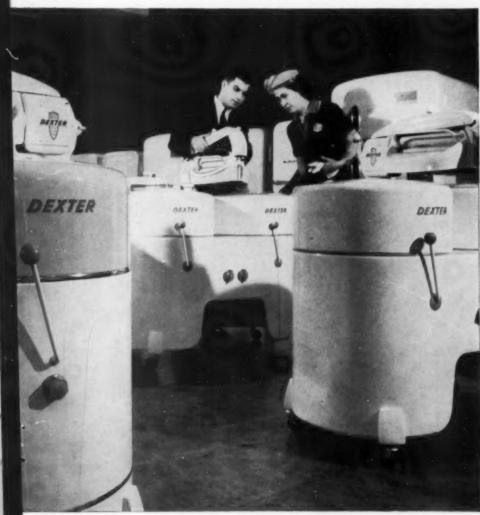
And very little service cost on a wringer washer.

"There are certain classes of customers who prefer wringer washers to automatics. The 'Older Generation' buys wringer washers because they have had years of experience with the good serviceability of wringer types. Factory workers generally prefer them because of a better cleansing action on VERY dirty work clothes. Pittsburgh, of course, is a large industrial area,

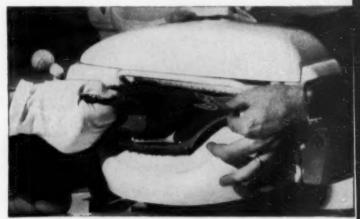
containing a great many factory workers.

"Then," continues Mr. Hoechstetter, "there are the customers who buy wringer washers because of the price. This includes many newly wed couples and people with large families and low incomes."

Mr. Hoechstetter explains below some of the merchandising ideas he uses to build his big wringer washer sales volume.



"WE USE FREQUENT NEWSPAPER ADS on wringer washers to bring customers in," says Mr. Hoechstetter. "Sometimes we feature a promotion offering special savings on washers. We use direct mail, too. And our complete display of wringer washers helps prevent customers from 'walking out' of the store to see what 'the other place has'. But a good wringer demonstration is the clincher." Here Mr. Hoechstetter demonstrates why Lovell wringers are safer. "We demonstrate the Lovell Instinctive wringer by feeding a towel through the wringer and showing how a light tug releases the roll pressure automatically. On standard Lovell wringers, we demonstrate how a feather-light touch on the release bar releases roll pressure instantly."



"TO DEMONSTRATE LOVELL'S THOROUGH CLEANSING ACTION, we run a rug and a dollar bill through the wringer at the same time. The rolls grip the thin dollar bill as well as the bulky rug. That's proof," says Mr. Hoechstetter, "of Lovell's balanced pressure. It squeezes more of the dirt out of clothes." Lovell wringers also have an adjustable pressure for different fabrics.



MR. HOECHSTETTER DOESN'T FORGET to mention automatic indexing on the Lovell Instinctive Wringer. It eliminates groping for a lock lever."A quick push or pull is all it takes to swing the Lovell Instinctive to the next position," says Hoechstetter. Make sure you use these Lovell selling points They'll make it easier for you to get your share of the booming wringer washer business. 1955 was "the year wringer washers made their comeback". And 1956 looks even better! Make sure it's better for you!

And remember an automatic dryer is the natural companion to a wringer washer. Remind customers they can get their wash done quickest with a Lovell-equipped wringer washer and a dryer with a Lovell Drying System.



PRESSURE CLEANSING WRINGER

Lovell Manufacturing Co., Erie, Pa.

Also makers of gas and electric drying systems

THE MOST DRAMATIC AND CONVINCING **DEMONSTRATION FEATURE IN THE INDUSTRY!**

...it's so easy to show how only Kelvinator ends the messy job of oven-cleaning!

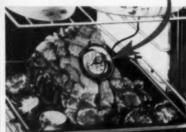


NEW 1956 KELVINATOR ELECTRIC RANGES WITH DISPOSABLE ALUMINUM OVEN LININGS

Open the oven door of the new 1956 Kelvinator and you open the door to the greatest sales-making opportunity in the range industry today! Here is a feature that practically demonstrates itself. Housewives see at a glance that these shining disposable aluminum oven linings end forever the hard, back-breaking job . . . the dirtiest, messiest job in the kitchen . . . old fashioned oven cleaning.

Now, show them how easy it is to have a shining new oven in a jiffy. Just slide out the foil lined oven bottom and watch her eyes light up. Yes, this is the feature women want most. Survey after survey among thousands of housewives has proved that disposable aluminum oven linings that end the drudgery of oven cleaning is the greatest range feature in the industry. And it's so easy to demonstrate!

Another Great Kelvinator Exclusive! The New, Completely **Automatic Kelvinator**



Here's a feature that will really close sales—the magic Roast Ready, an automatic electric meat thermometer. It automatically turns off oven when roast is cooked the way it is wanted, and a light on control panel indicates "ROAST READY"

A brand-new-sales-maker! It's another dramatic, convincing feature you get only with Kelvinator.

"Disneyland", America's Favorite Family Program, is Selling, Selling, Selling for Kelvinator Dealers

Kelvinator

KELVINATOR IS THE MOST VALUABLE FRANCHISE IN THE INDUSTRY